NAME OF MARKET: MALTA

			1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)			635	640	645	640	630	630
OF WHICH LOCAL MANUFACTURE: %			99.2	99.5	99.4	99.4	99.4	99.4
IMPORTED FROM 1) US			0.8	0.4	0.3	0.3	0.3	0.3
2) UK			--	0.4	0.3	0.3	0.3	0.3
POPULATION TOTAL (MILLIONS)			0.32	0.32	0.32	0.32	0.36	0.36
PER CAPITA CONSUMPTION			1984	2000	2015	2000	2182	2182
COMPANY SHARES								
1) CARRERAS OF MALTA			62.7	62.5	64.0	64.4	63.6	63.4
2) MALTA TOBACCO (BAT)			31.2	30.3	29.5	29.5	29.5	29.5
3) PM			2.7	2.8	3.1	3.0	3.3	3.3
4) GALLAHER			2.0	3.3	2.5	2.5	3.0	3.2
5) ATW			1.1	0.8	0.6	0.6	0.6	0.6
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) ROTHMANS	ROTHMANS	CENTRAL CIGT. CO.	46.5	45.9	51.1	58.8	57.2	57.0
2) DU MAURIER	BAT	CENTRAL CIGT. CO.	26.4	25.6	24.0	23.2	23.2	23.2
3) DUNHILL	ROTHMANS	CENTRAL CIGT. CO.	15.6	15.0	15.4	11.2	11.2	11.2
4) MARLBORO	PM	ATW (MALTA)	2.7	2.8	3.1	2.7	3.1	3.2
5) SILK CUT	GALLAHER	GALLAHER	2.0	3.3	2.5	1.8	3.0	3.1
6) B&H	BAT	CENTRAL CIGT. CO.	4.7	4.7	2.3	1.7	1.7	1.7
7) MILDE SORTE	ATW	ATW (MALTA)	0.6	0.5	0.3	0.3	0.3	0.3
8) RONSON	ATW	ATW (MALTA)	0.5	0.3	0.3	0.3	0.3	0.3
MARKET SEGMENTATION %								
FILTER			100	100	100	100	100	100

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

MALTA

	1986	1987	1988	1989	1990	1991
TAR & NICTINE SEGMENTATION %						
LOW (-15mg)	91.0	91.0	91.0	91.0	91.0	91.0
HIGH/FULL FLAVOR (+15mg)	9.0	9.0	9.0	9.0	9.0	9.0
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	3.2	3.1	3.4	3.0	3.4	3.4
VIRGINIA	96.2	95.4	96.3	96.7	96.3	96.3
EUROPEAN	0.6	0.5	0.3	0.3	0.3	0.3
LENGTH SEGMENTATION %						
70 MM AND SHORTER	56.8	56.1	55.1	54.5	54.5	54.5
71 MM TO 85 MM	43.2	43.9	44.9	45.5	45.5	45.5
PACK TYPE SEGMENTATION %						
SOFT PACK	---	---	---	---	---	---
FLIP TOP BOX	100.0	100.0	00.0	100.0	100	100
PRINCESS PACK	---	---	---	---	---	---
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	3	3	3	3	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	3	3
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	1	1	1	1	1	1

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: MOROCCO

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		14.0	14.8	14.8	14.7	14.2	14.0
PER CAPITA CONSUMPTION		660	675	660	599	567	545
COMPANY SHARES OF TOTAL MARKET (%)							
1)REGIE DES TABACS		89.9	91.4	90.2	88.7	88.2	86.2
2)R.J. REYNOLDS		5.2	5.0	6.2	6.3	6.6	8.1
3)PHILIP MORRIS		4.2	3.0	3.1	4.4	4.6	5.1
4)BROWN & WILLIAMSON		0.3	0.3	0.3	0.3	0.2	0.2
OTHERS		0.4	0.3	0.2	0.3	0.4	0.4
BRAND FAMILY SHARES OF TOTAL MARKET (%)							
BRAND NAME	MANUFACTURER						
1)CASA SPORT	REGIE	47.4	51.8	50.7	47.0	45.1	37.8
2)MARQUISES	REGIE	5.0	4.6	7.2	11.9	13.9	18.5
3)OLYMPIC	REGIE	18.6	16.0	13.2	11.0	9.8	11.0
4)WINSTON	R.J. REYNOLDS	5.1	4.9	6.0	6.2	6.5	8.0
5)BEST	REGIE	6.8	6.1	6.7	7.3	7.5	7.8
6)MARLBORO	PHILIP MORRIS	4.1	3.0	3.1	4.4	4.5	5.1
7)MARVEL	REGIE	---	0.2	0.1	0.7	2.8	3.6
8)MAGHREB	REGIE	3.9	3.7	3.7	3.2	2.9	2.7
9)FAVORITES	REGIE	3.2	3.7	2.3	2.9	2.4	1.9
10)TROUPE FAR	REGIE	1.9	2.2	2.9	2.3	2.0	1.3
MARKET SEGMENTATION %							
FILTER		47.2	42.2	44.1	47.8	50.5	59.0
NON-FILTER		52.8	57.8	55.9	52.2	49.5	41.0
INTERNATIONAL/LOCAL SEGMENTATION (%)							
LOCAL		89.9	91.4	90.2	88.7	88.2	86.2
INTERNATIONAL		10.1	8.6	9.8	11.3	11.8	13.8

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(MOROCCO)

	1986	1987	1988	1989	1990	1991
COMPANY SHARES OF IMPORTS (%)						
1)R.J. REYNOLDS	51.4	58.1	62.5	56.1	56.5	58.8
2)PHILIP MORRIS	41.2	34.5	31.6	38.8	38.7	36.9
3)BROWN & WILLIAMSON	2.7	3.2	2.7	2.3	2.0	1.8
OTHERS	4.7	4.2	3.2	2.8	2.7	2.5

BRAND FAMILY SHARES OF IMPORTS (%)

BRAND NAME	MANUFACTURER					
1)WINSTON	R.J. REYNOLDS	50.0	56.4	60.6	54.8	55.2	57.5
2)MARLBORO	PHILIP MORRIS	41.0	34.4	31.4	38.7	38.7	36.8
3)KENT	BROWN & WILLIAMSON	2.7	3.2	2.7	2.3	2.0	1.8
4)CAMEL	R.J. REYNOLDS	1.1	1.3	1.7	1.2	1.1	1.1

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(MOROCCO)

	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	***1	1
C) NEWSPAPERS			*3	*3	***3	***3
D) MAGAZINES			*3	*3	***3	***3
E) COUPONS			2	2	2	2
F) POINT OF SALE			3	3	***3	***3
G) BILLBOARDS			3	3	***3	***3
H) CINEMA			1	1	***1	1
I) SAMPLING			**3	**3	***3	***3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			NO	NO	NO	NO
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS			NO	NO	NO	NO
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

*ALLOWED ONLY FOR NEW LAUNCHES (MAX. 3 MONTHS).
**DURING PROMOTIONS ONLY.
***SUBJECT TO APPROVAL OF MONOPOLY.

2057907792

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: NIGERIA

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		7.9	7.7	8.7	8.5	7.2	6.7
PER CAPITA CONSUMPTION		80	78	85	81	68	
COMPANY SHARES (%)							
1)NIGERIA TOBACCO COMPANY (B.A.T.)		82.1	79.4	82.0	82.5	86.1	87.2
2)INTERNATIONAL TOBACCO COMPANY LIMITED (25%PM)		17.9	20.6	18.0	17.5	13.9	12.8
BRAND FAMILY%							
BRAND NAME	MANUFACTURER						
1)THREE RINGS	NTC	36.1	32.1	35.7	35.1	38.2	38.6
2)SM	NTC	13.7	11.9	13.0	12.9	15.4	15.5
3)GOLD LEAF	NTC	12.4	13.7	10.8	13.0	12.7	12.4
4)HIGH SOCIETY	NTC	10.9	13.9	10.4	9.1	10.6	11.8
5)LINK	ITCL/PM	9.4	10.2	8.1	8.5	7.4	6.9
6)MARS	NTC	7.1	5.7	6.0	5.6	6.3	5.8
7GREEN SPOT	ITCL/PM	3.4	3.9	4.5	4.6	4.4	4.1
8)TARGET	ITCL/PN	4.6	6.5	5.2	3.9	1.9	1.9
9)BICYCLE	NTC	---	---	0.4	0.6	0.7	1.2
10)MARLBORO	ITCL/PM	0.3	0.1	0.2	0.4	0.1	---
MARKET SEGMENTATION %							
FILTER		97.4	98.0	94.8	94.6	93.7	92.7
NON-FILTER		2.6	2.0	5.2	5.4	6.3	7.3
PRICE SEGMENTATION							
PREMIUM		4.7	1.7	5.5	3.8	0.1	0.1
MEDIUM		30.6	38.5	33.2	33.5	31.3	56.1
LOW		64.7	59.8	61.2	62.7	68.6	43.8

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(NIGERIA)

	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			*1	1	2	
B) RADIO			**1	1	3	
C) NEWSPAPERS			***1	1	3	
D) MAGAZINES			***1	1	3	
E) COUPONS			N/A	1	3	
F) POINT OF SALE			1	1	3	
G) BILLBOARDS			1	1	3	
H) CINEMA			1	1	3	
I) SAMPLING			****2	1	3	
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			NO	NO	YES	
B) CARTONS			NO	NO	NO	
C) ADVERTISING			NO	NO	YES	
SPECIFIC T&N NUMBERS ON:						
A) PACKS			NO	NO	YES	
B) CARTONS			NO	NO	NO	
C) ADVERTISING			NO	NO	YES	

*BUT TOBACCO ADVERTISING NOT ACCEPTED BY NTV K 1980.
**BUT TOBACCO ADVERTISING NOT ACCEPTED BY RADINCE 1980 AND RADIO KANM SINCE 1988.
***BUT TOBACCO ADVERTISING NOT ACCEPTED BY NEWSINCE 1980.
***BUT TOBACCO ADVERTISING NOT ACCEPTED BY NEWSINCE 1980.
****BY VOLUNTARY AGREEMENT SINCE 1982.

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: NORWAY

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		2.6	2.7	2.8	2.9	2.9	3.0
PER CAPITA		630	654	677	694	694	708
COMPANY SHARES (%)							
1)SKANDINAVISK TOBACCO CO. (STC)		37.9	39.9	42.1	46.5	49.4	51.9
2)PHILIP MORRIS		14.0	14.3	14.4	15.0	15.0	15.4
3)B.A.T.		14.8	13.9	13.5	12.6	11.7	10.6
4)BROWN & WILLIAMSON		9.4	8.8	7.9	8.3	7.9	7.7
5)TIEDEMANN		8.2	7.8	8.1	8.0	7.2	6.9
6)ROTHMANS INTERNATIONAL		9.1	9.1	8.4	5.2	4.5	4.1
7)R. J. REYNOLDS		4.8	4.6	4.1	2.9	3.1	2.7
OTHERS		1.8	1.6	1.4	1.5	1.2	0.7
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1)PRINCE	STC	37.9	39.9	42.1	46.5	49.4	51.9
2)MARLBORO	P. M.	11.9	11.8	12.0	12.8	12.9	13.4
3)PALL MALL	BAT	13.8	12.7	12.6	11.8	10.9	9.7
4)BARCLAY	B&W	8.6	8.0	7.4	7.9	7.5	7.3
5)DUNHILL	R.I	6.7	6.5	6.3	4.3	3.8	3.5
6)PETTEROE'S	TIEDEMANN	2.1	2.4	2.5	2.7	3.0	3.4
7)MERIT	P. M.	1.8	2.4	2.3	2.1	1.9	1.7
8)SOUTH STATE	TIEDEMANN	3.3	2.7	2.3	2.1	1.7	1.4
9)SALEM	R.J.R.	2.0	2.0	1.8	1.3	1.2	1.1
10)CAMEL	R.J.R.	1.3	1.3	1.3	1.1	1.0	1.0

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(NORWAY)	1986	1987	1988	1989	1990	1991
TASTE CATEGORY SEGMENTATION (%)						
FULL FLAVOR (15 MG AND OVER)	60.2	55.8	52.6	48.8	45.4	42.9
LIGHTS (8-14	30.9	34.6	38.1	41.6	45.4	48.0
SUPERLIGHTS (0-7 MG)	9.1	9.7	9.3	9.6	9.2	9.1
MARKET SEGMENTATION (%)						
FILTER	91.4	92.6	93.4	94.0	94.6	95.5
NON-FILTER	8.6	7.4	6.6	6.0	5.4	4.5
SEGMENTATION BY PACK TYPE %						
BOX	86.0	89.4	90.5	90.6	91.2	92.2
SOFT	13.9	10.6	9.5	9.4	8.8	7.8
PRINCESS	0.0	0.0	0.0	0.0	0.0	0.0
SEGMENTATION BY ITEMS PER PACK %						
10'S PACK	15.5	15.6	15.1	15.7	15.1	15.9
14'S PACK	0.1	0.0	0.0	0.0	0.0	0.0
20'S PACK	84.5	84.4	84.9	84.3	84.3	84.1
50'S PACK	---	---	---	0.0	0.0	0.0
SEGMENTATION BY SIZE %						
67-75 MM	4.3	3.6	2.9	2.6	2.2	1.9
76-82 MM	5.4	5.1	4.4	3.3	3.1	2.6
83-85 MM	90.3	91.2	92.7	94.1	94.7	95.5
86 AND ABOVE	0.1	0.1	0.0	0.0	0.0	0.0
MENTHOL SEGMENTATION %						
MENTHOL	7.8	7.3	7.0	5.7	5.1	4.4
NON-MENTHOL	92.2	92.7	93.0	94.3	94.9	95.6

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(NORWAY)	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			2	2	2	2
D) MAGAZINES			2	2	2	2
E) COUPONS			N/A	2	2	2
F) POINT OF SALE			2	2	2	2
G) BILLBOARDS			2	2	2	2
H) CINEMA			2	2	2	2
I) SAMPLING			2	2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			PROHIBITED	PROHIBITED	PROHIBITED	N/A
SPECIFIC T&N NUMBERS ON:						
A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			PROHIBITED	PROHIBITED	PROHIBITED	N/A

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: OMAN

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		1.2	1.1	1.1	1.1	1.2	1.2
PER CAPITA CONSUMPTION		959	834	799	766	814	812
COMPANY SHARES (%)							
1)B.A.T.		46.4	45.1	43.5	43.6	43.3	41.0
2)ROTHMANS INTERNATIONAL		38.5	38.4	37.1	35.3	33.8	32.4
3)PHILIP MORRIS		5.8	7.1	8.7	10.2	12.2	14.8
4)R. J. REYNOLDS		2.0	1.1	2.4	3.2	3.4	4.5
5)GALLAHER		2.0	2.2	2.6	2.6	2.2	2.3
6)BROWN & WILLIAMSON		1.2	1.0	1.0	1.0	0.8	0.7
OTHERS		4.1	5.1	4.7	4.4	4.3	4.3
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1)ROTHMANS	R.I.	28.5	26.7	22.7	20.9	19.8	18.8
2)PLAYERS GOLD LEAF	B.A.T.	27.2	21.7	18.6	16.9	16.1	14.7
3)MARLBORO	PHILIP MORRIS	5.5	6.5	7.9	9.7	11.7	13.8
4)CAPSTAN	B.A.T.	3.4	5.5	6.2	7.3	8.8	10.9
5)STATE EXPRESS	B.A.T.	8.8	8.5	8.6	8.7	8.4	7.1
6)DUNHILL	R.I.	7.5	8.0	7.4	7.1	6.6	6.4
7)CRAVEN A	R.I.	1.2	2.3	5.5	6.0	6.1	6.2
8)WILLS GOLD FLAKE	B.A.T.	--	--	1.4	3.8	4.3	3.5
9)BENSON & HEDGES	B.A.T.	3.5	3.3	3.4	3.3	3.0	2.7
10)DORCHESTER	R.J. REYNOLDS	---	---	1.4	1.7	1.9	2.3
TASTE CATEGORY SEGMENTATION (%)							
FULL FLAVOR (10-12 MG)		96.7	95.6	93.3	91.7	90.9	88.2
LIGHTS (6-9 MG)		2.5	3.3	5.3	6.9	7.9	10.5
SUPERLIGHTS (<6 MG)		0.9	1.1	1.4	1.4	1.2	1.3

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(OMAN)

	1986	1987	1988	1989	1990	1991
PRICE SEGMENTATION (%)						
ABOVE PREMIUM	1.0	0.9	1.0	0.9	0.9	0.9
PREMIUM	39.5	38.5	36.7	37.1	37.1	38.2
BELOW PREMIUM	14.0	14.5	13.3	12.7	11.4	9.7
MEDIUM	35.0	27.8	25.6	24.2	23.3	21.6
LOW	3.6	6.9	7.9	13.4	14.7	15.0
CHEAP	6.9	11.4	15.5	11.7	12.7	14.6
BY BLEND %						
UK	90.2	89.8	88.2	85.5	83.7	80.4
US	9.1	9.2	11.7	13.8	15.4	18.7
OTHERS	0.7	1.0	0.1	0.7	0.9	0.9

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			1	1	1	1
D) MAGAZINES			1	1	1	1
E) COUPONS			1	1	1	1
F) POINT OF SALE			*3	*3	1	**3
G) BILLBOARDS			2	2	2	2
H) CINEMA			2	2	2	2
I) SAMPLING			1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

*NO ADVERTISING FOR TOBACCO IN FRONT OF OUTLET.
**INDOOR ONLY

2057907799

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: POLAND

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	98.0	96.0	95.3	86.0	97.5	97.0
POPULATION IN MILLIONS	36.7	36.7	36.7	36.7	36.7	38.0
PER CAPITA CONSUMPTION	2,670	2,616	2,597	2,343	2,657	2553
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION					2	2
B) RADIO					2	2
C) NEWSPAPERS					1	1
D) MAGAZINES					1	1
E) COUPONS					1	1
F) POINT OF SALE					1	1
G) BILLBOARDS					1	1
H) CINEMA					1	1
I) SAMPLING					1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS					YES	YES
B) CARTONS					NO	NO
C) ADVERTISING					NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS					YES	YES
B) CARTONS					NO	NO
C) ADVERTISING					NO	NO

2057907800

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: QATAR

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		0.6	0.6	0.6	0.6	0.6	0.7
PER CAPITA CONSUMPTION		1747	1697	1721	1600	1663	1459
COMPANY SHARES (%)							
1)ROTHMANS INTERNATIONAL		44.5	44.1	44.0	45.5	42.3	43.1
2)PHILIP MORRIS		14.6	16.9	19.6	20.2	22.7	24.1
3)B.A.T.		29.3	27.2	25.2	21.4	21.9	21.6
4)R.J. REYNOLDS		2.4	2.3	1.7	4.1	5.2	4.0
5)GALLAHER		3.9	3.7	3.0	3.0	2.5	2.3
6)BROWN & WILLIAMSON		3.4	2.9	2.9	2.8	2.1	1.9
OTHERS		2.0	2.9	3.6	3.0	3.3	3.0
BRAND FAMILY SHARES (%)							
BRAND NAME	MANUFACTURER						
1)JUBILEE	R.I.	2.1	5.6	8.0	13.3	17.2	19.2
2)MARLBORO	PHILIP MORRIS	14.1	16.3	18.6	18.9	18.5	18.6
3)ROTHMANS	R.I.	31.0	27.3	25.9	23.2	17.7	17.4
4)PLAYERS GOLD LEAF	B.A.T.	15.7	11.9	11.1	6.9	6.5	8.5
5)WILLS GOLD FLAKE	B.A.T.	---	---	---	4.2	7.6	6.5
6)L&M	PHILIP MORRIS	0.1	0.3	0.5	0.8	3.7	5.0
7)DUNHILL	R.I.	8.0	7.3	6.5	6.1	4.8	4.1
8)STATE EXPRESS 555	B.A.T.	9.2	8.1	7.3	5.3	3.7	3.3
9)BENSON & HEDGES	B.A.T.	3.8	3.6	3.2	2.8	2.6	2.2
10)SILK CUT	GALLAHER	2.9	3.0	2.5	2.5	2.1	1.8
TASTE CATEGORY SEGMENTATION (%)							
FULL FLAVOR		92.0	89.5	88.5	86.8	84.7	83.7
LIGHTS		6.1	8.2	9.3	10.7	13.0	14.1
SUPERLIGHTS		1.9	2.3	2.2	2.4	2.3	2.2

2057907801

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(QATAR)

	1986	1987	1988	1989	1990	1991
PRICE SEGMENTATION (%)						
ABOVE PREMIUM	3.2	3.0	1.9	1.7	1.3	1.3
PREMIUM	58.9	55.3	53.7	53.0	46.0	43.6
BELOW PREMIUM	16.7	16.5	15.7	11.1	7.9	7.3
MEDIUM	16.5	14.0	14.6	9.4	1.2	1.2
LOW	2.1	2.0	2.2	1.8	10.0	17.4
CHEAP	2.6	9.1	11.8	23.0	33.6	29.2
BY BLEND %						
UK	77.3	74.4	72.0	71.5	67.9	68.0
US	20.7	22.7	24.5	26.6	30.4	30.4
OTHERS	2.0	2.9	3.5	1.9	1.7	1.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			1	1	1	1
D) MAGAZINES			1	1	1	1
E) COUPONS			1	1	1	1
F) POINT OF SALE			*3	*3	3	3
G) BILLBOARDS			2	2	2	2
H) CINEMA			2	2	2	2
I) SAMPLING			**3	**3	3	***3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			YES	YES	YES	YES

*NO ADVERTISING IN FRONT OF OUTLET.
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***FOR MAJOR EVENTS - MUNICIPALITY APPROVAL REQUIRED

2057907802

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(QATAR)

	1986	1987	1988	1989	1990	1991
SPECIFIC T&N NUMBERS ON:						
A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

2057907803

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: REUNION

		1986	1987	1988	1989	1990	1991
TOTAL MARKET (BILLIONS)		0.9	0.9	1.0	1.0	0.9	0.9
PER CAPITA CONSUMPTION (TOTAL POPULATION)		1279	1254	1229	1184	1050	1055
% COMPANY SHARES							
1)BAT		45.8	48.3	50.2	52.3	51.7	51.6
2)SITAR (SEITA)		31.9	28.1	26.7	23.4	22.4	20.2
3)PHILIP MORRIS		7.0	8.4	9.4	10.7	12.6	14.6
4)ROTHMANS INTERNATIONAL		13.1	12.6	12.1	12.1	11.7	11.6
OTHERS		2.2	2.6	1.6	1.5	1.6	2.0
% BRAND FAMILY SHARES							
BRAND NAME	MANUFACTURER						
1)GLADSTONE	BAT	37.0	38.2	39.9	42.0	41.4	40.1
2)MARLBORO	PM	5.6	6.6	7.5	8.2	10.5	12.3
2)GAULOISES	SITAR	19.0	16.7	14.0	12.9	12.4	11.1
4)BENSON & HEDGES	BAT	7.9	8.5	9.4	9.4	9.5	10.6
5)P. STUYVESANT	RI	6.0	5.6	5.5	6.1	6.0	6.3
6)ROYALE	SITAR	4.0	4.1	3.4	4.9	4.5	4.0
7)CRAVEN A	RI	5.4	5.3	4.2	3.9	3.6	3.4
8)BASTOS	SITAR	6.6	5.5	4.8	4.2	3.7	3.2
9)PHILIP MORRIS LIGHTS	PM	1.5	1.7	1.9	2.2	1.8	2.1
10)DUNHILL	RI	1.5	1.5	1.6	1.5	1.6	1.5

2057907804

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(REUNION)

	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			3	3	3	3
D) MAGAZINES			3	3	3	3
E) COUPONS			2	2	2	2
F) POINT OF SALE			1	1	3	3
G) BILLBOARDS			2	2	2	2
H) CINEMA			2	2	2	2
I) SAMPLING			2	2	3	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

2057907805

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: ROMANIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	35.0	35.0	34.5	34.3	32.0	32.0
POPULATION IN MILLIONS	23.5	23.5	23.4	23.3	23.2	23.1
PER CAPITA CONSUMPTION	1,489	1,489	1,674	1,672	1,379	1,385
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION					1	1
B) RADIO					1	1
C) NEWSPAPERS					1	1
D) MAGAZINES					1	1
E) COUPONS					1	1
F) POINT OF SALE					1	1
G) BILLBOARDS					1	1
H) CINEMA					1	1
I) SAMPLING					1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS					NO	NO
B) CARTONS					NO	NO
C) ADVERTISING					NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS					NO	NO
B) CARTONS					NO	NO
C) ADVERTISING					NO	NO

2057907806

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: SAUDI ARABIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	13.2	12.7	13.1	13.7	14.5	14.7
PER CAPITA CONSUMPTION	1100	1172	1216	1240	1200	1175
COMPANY SHARES (%)						
1)PHILIP MORRIS	36.7	39.7	38.9	38.3	41.0	44.8
2)R.J. REYNOLDS	5.4	11.8	18.5	19.2	17.4	14.0
3)B.A.T.	9.0	8.3	7.8	10.2	11.9	12.8
4)ROTHMANS INTERNATIONAL	23.6	20.5	15.1	13.0	11.3	10.2
5)ST. PAULS	10.6	4.3	4.0	3.9	4.1	4.3
6)BROWN & WILLIAMSON	3.8	4.7	5.4	5.2	3.8	3.4
8)GALLAHER	2.2	2.1	1.8	1.6	1.9	2.6
7)EASTERN	2.7	2.2	2.1	2.4	1.9	2.4
OTHERS	6.0	6.4	6.4	6.2	6.8	5.5
BRAND FAMILY SHARES (%)						
BRAND NAME / MANUFACTURER						
1) MARLBORO / PHILIP MORRIS	33.7	33.2	31.1	30.7	32.4	36.0
2) GOLD COAST / R.J.R.	3.0	9.8	17.0	17.6	15.6	11.9
3) PLAYERS GOLD LEAF / B.A.T.	5.4	3.9	4.1	6.3	7.8	8.9
4) ROTHMANS / R.I.	17.0	14.5	10.4	8.9	7.7	6.3
5) L&M / PHILIP MORRIS	0.9	0.8	0.8	1.2	2.8	5.2
6) LONDON / ST. PAULS	10.6	4.3	4.0	3.9	4.1	4.3
7) CLEOPATRA / EASTERN	2.7	2.2	2.1	2.4	1.9	2.4
8) VISA / PHILIP MORRIS	0.1	3.0	5.3	5.0	4.5	2.3
9) CARLTON / GALLAHER	0.6	0.9	1.0	0.9	1.3	1.7
10) STATE EXPRESS 555 / B.A.T.	1.8	2.0	1.6	1.6	1.5	1.6

2057907807

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(SAUDI ARABIA)

	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION (%)						
BY TASTE						
FULL FLAVOR (10-12 MG)	87.7	85.4	82.5	80.7	79.3	78.2
LIGHTS (6-10 MG)	9.9	10.5	12.7	14.6	16.0	16.5
SUPERLIGHTS (0-5 MG)	2.4	4.1	4.8	4.7	4.6	5.3
BY BLEND %						
UK	49.0	38.2	31.8	32.0	30.6	29.3
US	48.2	59.5	66.1	65.5	67.4	68.2
OTHERS	2.8	2.3	2.1	2.4	2.0	2.5
PRICE SEGMENTATION (%)						
ABOVE PREMIUM (4.50 AND ABOVE)	3.7	3.1	2.2	2.0	1.8	0.8
PREMIUM (4.00)	59.9	56.7	49.2	47.1	47.7	52.2
BELOW PREMIUM (3.50)	5.2	8.0	8.7	7.2	5.2	3.1
MEDIUM (3.00)	7.2	5.0	0.9	1.2	1.0	0.6
LOW (2.50)	8.9	8.5	12.4	12.9	23.6	32.6
CHEAP (1.50-2.00)	15.2	18.7	26.6	29.6	20.7	10.7

2057907808

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(SAUDI ARABIA)

	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			2	2	*2	*2
D) MAGAZINES			*2	*2	>2	*2
E) COUPONS			2	2	2	2
F) POINT OF SALE			2	**2	2	2
G) BILLBOARDS			2	2	2	2
H) CINEMA			2	2	2	2
I) SAMPLING			2	2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			N/A	N/A	N/A	N/A
SPECIFIC T&N NUMBERS ON:						
A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

*ALLOWED IN IMPORTED PRESS AND SAUDI PUBLICATIONS BASED OUTSIDE S.A. WITH PAN-ARAB CIRCULATION.
**SOME COMPANIES USE BRANDED/UNBRANDED P.O.S.

2057907809

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: SENEGAL

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)		2,129	2,020	1890	1819	1815	1724
PERCAPITA CONSUMPTION		325	314	286	254	248	231
COMPANY SHARES (%)							
1) MTOA		44.5	34.0	28.3	36.4	53.3	47.6
2) ROTHMANS INTERNATIONAL		8.1	9.5	8.8	9.6	16.7	21.7
3) PHILIP MORRIS		20.7	28.6	29.3	29.0	20.0	20.9
4) SEITA		3.2	2.9	2.8	3.9	7.9	8.9
5) B.A.T.		6.4	10.3	18.6	14.3	1.8	0.9
6) REYNOLDS		13.1	13.6	11.9	6.4	0.2	--
7) TABACOFINA		2.2	0.1	--	--	--	--
OTHERS		1.8	1.0	0.3	0.4	0.0	--
BRAND FAMILY SHARES (%)							
BRAND NAME	MANUFACTURER						
1) VIKING BLONDES	MTOA	---	---	2.5	8.3	30.5	32.0
2) MARLBORO	P.M. (LIC.)	20.7	20.9	21.1	18.0	19.7	20.7
3) DUNHILL	R.I.	2.9	4.3	3.1	5.7	12.3	17.1
4) CAMELIA	MTOA	34.5	25.3	18.7	15.9	14.1	11.8
5) GAULOISES	SEITA	2.3	2.4	2.0	3.4	7.5	8.6
6) PETER STUYVESANT	ROTHMANS	4.8	4.7	4.6	3.1	3.7	3.5
7) NELSON	MTOA	---	---	---	6.7	5.6	2.3
8) JOB	MTOA	6.1	5.8	5.0	4.1	2.2	1.4
9) ST. MORITZ	R.I.	0.4	0.4	0.5	0.7	0.7	1.2
10) BENSON & HEDGES	BAT	5.5	5.7	5.4	3.8	1.3	0.6

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(SENEGAL)

	1986	1987	1988	1989	1990	1991
SEGMENTATION BY BLEND %						
US	38.6	47.7	54.6	52.9	26.3	23.4
UK	15.6	17.5	18.5	22.8	49.4	54.4
LOCAL	45.6	34.5	26.6	22.5	18.3	15.2
OTHERS	0.2	0.4	0.3	1.7	6.0	7.0
SEGMENTATION BY PRICE CATEGORY %						
ABOVE PREMIUM	0.8	2.2	2.2	1.5	2.5	2.2
PREMIUM	28.8	31.1	30.3	28.7	32.8	38.0
HIGH	14.0	7.5	5.7	4.2	4.0	3.7
MEDIUM HIGH	9.8	25.6	36.0	40.5	44.4	42.9
MEDIUM LOW	7.2	3.5	3.0	6.4	2.2	1.4
LOW	39.4	30.1	22.8	18.7	14.2	11.8
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			1	1	*3	*3
C) NEWSPAPERS			1	1	*3	*3
D) MAGAZINES			1	1	*3	*3
E) COUPONS			N/A	1	*3	*3
F) POINT OF SALE			1	1	*3	*3
G) BILLBOARDS			1	1	*3	*3
H) CINEMA			1	1	*3	*3
I) SAMPLING			2	1	*3	*3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

*RESTRICTED BY INDUSTRY VOLUNTARY AGREEMENT (CODE OF CONDUCT).

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(SENEGAL)

	1986	1987	1988	1989	1990	1991
SPECIFIC T&N NUMBERS ON:						
A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

2057907812

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: SWEDEN

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		11.2	11.1	11.2	10.9	10.6	10.5
PER CAPITA		1,337	1,322	1,325	1,283	1,235	1,224
COMPANY SHARES (%)							
1)SWEDISH TOBACCO CO. (STA)		87.1	87.2	86.9	85.9	85.3	84.7
2)PHILIP MORRIS		10.0	9.9	10.0	11.0	11.3	11.8
3)B.A.T.		1.4	1.4	1.3	1.3	1.2	1.3
4)R.J. REYNOLDS		0.7	0.7	0.8	1.0	1.1	1.3
5)BROWN & WILLIAMSON		0.4	0.4	0.4	0.4	0.4	0.4
OTHERS		0.4	0.4	0.6	0.4	0.6	0.5
BRAND SHARES %							
BRAND NAME	MANUFACTURER						
1)BLEND	STA	34.4	35.8	36.5	37.4	38.2	37.9
2)PRINCE	STA	26.9	26.6	26.9	26.1	25.0	25.3
3)MARLBORO	PM	6.3	6.6	7.1	8.3	8.8	9.5
4)RIGHT	STA	6.0	6.7	7.1	7.3	8.0	8.5
5)JOHN SILVER	STA	7.1	6.7	6.4	5.8	5.5	5.2
6)COMMERCE	STA	6.5	5.9	5.2	4.8	4.2	3.8
7)GLENN	STA	2.8	2.6	2.3	2.2	2.0	1.8
8)BOND	PM	2.3	2.1	1.9	1.8	1.7	1.7
9)CAMEL	RJR	0.5	0.5	0.6	0.8	0.9	1.1
10)HOBSON	STA	1.4	1.3	1.2	1.1	1.0	0.9

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(SWEDEN)	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION (%)						
FILTER	93.4	94.0	94.4	94.9	95.5	95.8
NON-FILTER	6.6	6.0	5.6	5.1	4.5	4.2
PRICE SEGMENTATION (%)						
HIGH	42.2	40.1	39.6	39.1	37.7	38.4
LOW	57.8	59.9	60.4	60.9	62.3	61.6
TASTE CATEGORY SEGMENTATION (%)						
FULL FLAVOR	44.0	42.5	41.5	40.1	37.2	35.6
LIGHTS	42.9	43.3	36.5	36.2	36.0	35.4
SUPERLIGHTS	4.4	5.0	12.6	16.2	17.2	19.3
MENTHOL	8.8	9.2	9.4	9.6	9.6	9.7
SEGMENTATION BY TAX CLASSES (%)						
TAX CLASS I (EXPANDED)	10.2	11.9	12.9	13.1	13.6	16.1
TAX CLASS I (REGULAR)	47.6	48.0	47.5	47.8	48.4	47.3
TOTAL CLASS I	57.7	59.9	60.4	60.9	62.0	61.4
TAX CLASS II	42.3	40.1	39.6	39.1	38.0	38.6
SEGMENTATION BY PACK TYPE (%)						
BOX	52.7	55.3	58.3	61.3	63.7	65.0
SOFT	47.3	44.7	41.7	38.6	36.3	35.0
PRINCESS	0.0	0.0	0.0	0.1	0.0	0.0
10'S PACK	1.3	1.3	1.0	1.4	1.5	1.4
14'S PACK	0.1	0.0	0.0	0.0	0.0	0.0
20'S PACK	98.6	98.7	99.0	98.6	98.5	98.6

2057907814

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(SWEDEN)	1986	1987	1988	1989	1990	1991
SEGMENTATION BY TAR NUMBERS (%)						
21 MG +	6.4	5.9	5.4	4.9	4.3	4.0
16-20 MG	38.4	37.4	36.4	34.9	32.9	31.6
11-15 MG	43.7	43.5	43.6	43.9	42.9	41.2
6-10 MG	5.6	6.7	7.6	8.5	11.3	13.4
1-5 MG	5.7	6.5	6.8	7.7	8.7	9.9
SEGMENTATION BY SIZE (%)						
67-75 MM	12.2	11.2	10.1	9.2	8.4	7.7
76-82 MM	46.9	49.8	52.8	54.6	56.5	56.9
83-85 MM	40.0	38.1	36.0	34.0	32.7	32.3
86 AND ABOVE	0.9	0.9	1.0	2.2	2.4	3.1
MENTHOL SEGMENTATION (%)						
MENTHOL	8.8	9.2	9.4	9.6	9.6	9.7
NON-MENTHOL	91.2	90.8	90.6	90.4	90.4	90.3
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			N/A	N/A	N/A	2
B) RADIO			N/A	N/A	N/A	2
C) NEWSPAPERS			3	3	3	3
D) MAGAZINES			3	3	3	3
E) COUPONS			N/A	3	3	2
F) POINT OF SALE			3	3	3	3
G) BILLBOARDS			2	2	3	2
H) CINEMA			*2	2	3	2
I) SAMPLING			3	3	3	3

*SINCE JULY 1, 1979

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(SWEDEN)		1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO							
WARNING ON:	A) PACKS			YES	YES	YES	YES
	B) CARTONS			NO	NO	NO	NO
	C) ADVERTISING			YES	YES	YES	YES
SPECIFIC T&N NUMERS ON:							
	A) PACKS			YES	YES	YES	YES
	B) CARTONS			NO	NO	NO	NO
	C) ADVERTISING			YES	YES	YES	YES

2057907816

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: SWITZERLAND

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		15.8	15.9	15.9	16.0	15.9	16.1
PER CAPITA CONSUMPTION		2,426	2,436	2,395	2,392	2,319	2330
COMPANY SHARES (%)							
1)PHILIP MORRIS		37.3	38.0	38.4	39.7	41.7	42.9
2)B.A.T.		19.6	19.3	19.2	18.5	18.8	19.5
3)BURRUS		22.9	22.4	21.3	20.6	18.8	17.3
4)REYNOLDS		7.0	8.0	9.0	9.6	9.6	9.7
5)ROTHMANS (LAURENS)		5.7	5.4	5.5	5.2	5.1	5.0
6)RINSOZ & ORMOND		5.8	5.3	4.9	4.7	4.4	4.1
7)REEMTSMA		1.6	1.6	1.5	1.5	1.4	1.5
OTHERS		0.1	0.2	0.2	0.2	0.2	0.0
BRAND FAMILY SHARES (%)							
BRAND NAME	MANUFACTURER						
1)MARLBORO	PHILIP MORRIS	17.1	17.8	18.5	19.9	21.4	22.3
2)MURATTI	PHILIP MORRIS	10.0	9.7	9.4	9.1	9.0	9.0
3)PARISIENNE	BURRUS	10.4	10.1	9.8	9.4	8.8	8.3
4)SELECT	BURRUS	11.1	11.0	10.5	10.1	8.9	8.0
5)MARYLONG	B.A.T.	8.3	8.0	7.8	7.4	7.5	7.7
6)CAMEL	REYNOLDS	5.8	6.6	7.3	7.7	7.6	7.6
7)BRUNETTE	PHILIP MORRIS	6.6	6.3	6.0	5.5	5.4	5.3
8)BARCLAY	B.A.T.	4.6	4.7	4.8	4.7	4.8	5.3
9)PHILIP MORRIS	PHILIP MORRIS	1.1	1.5	2.0	2.7	3.2	3.6
10)GAULOISES	R & O	4.8	4.4	4.2	3.9	3.7	3.4

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(SWITZERLAND)	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION (%)						
FILTER	96.8	97.0	97.2	97.3	97.5	97.7
NON-FILTER	3.2	3.0	2.8	2.7	2.5	2.3
TASTE CATEGORY SEGMENTATION (%)						
FULL FLAVOR (11 MG AND OVER)	51.1	49.8	48.2	46.8	46.0	44.4
LIGHTS (6-10 MG)	27.6	28.1	29.0	29.6	29.6	30.2
EXTRA LIGHTS (0-5 MG)	21.2	22.1	22.7	23.6	24.4	25.4
SEGMENTATION BY PACK TYPE (%)						
BOX	41.9	44.3	46.8	49.9	52.8	55.2
SOFT	55.7	53.4	51.0	48.1	45.3	43.0
OTHERS	2.4	2.3	2.2	2.0	1.9	1.8
SEGMENTATION BY TOBACCO TYPE (%)						
BLENDED	50.3	52.4	54.5	71.8	76.8	75.2
MARYLAND	40.1	38.8	37.2	20.4	17.9	18.0
BLACK	6.4	5.8	5.4	5.0	4.6	4.2
OTHERS	3.2	3.0	2.9	2.8	2.7	2.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			1	1	*3	**3
D) MAGAZINES			1	1	*3	**3
E) COUPONS			*2	2	2	*2
F) POINT OF SALES			1	1	1	1
G) BILLBOARDS			3	3	*3	***3
H) CINEMA			3	3	*3	*3
I) SAMPLING			3	3	3	***3

*BANNED BY INDUSRTY AGREEMENT.
**PRESS AIMED AT YOUTH (AND BY LAW).
***PUBLIC BANNED IN CERTAIN TOWNS (AND BY LAW).

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(SWITZERLAND)		1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTING ANSWER EITHER: YES OR NO							
WARNING ON:	A) PACKS		YES	YES	YES	YES	YES
	B) CARTONS		NO	NO	NO	NO	NO
	C) ADVERTISING		NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:							
	A) PACKS		YES	YES	YES	YES	YES
	B) CARTONS		NO	NO	NO	NO	NO
	C) ADVERTISING		NO	NO	NO	NO	NO

2057907819

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: TUNISIA

		1986	1987	1988	1989	1990	1991
TOTAL MARKET (BILLIONS)		7.4	7.4	7.4	7.5	8.3	8.7
PER CAPITA CONSUMPTION		1028	1012	985	944	1060	1040
COMPANY SHARES (%)							
1)MONOPOLIES (RNTA/MTK)		98.6	98.3	97.1	96.9	96.6	96.9
2)PHILIP MORRIS		0.4	0.5	1.1	1.4	1.5	1.5
3)SEITA		0.6	1.0	1.5	1.5	1.5	1.3
OTHER IMPORTS		0.4	0.2	0.3	0.2	0.4	0.3
COMPANY SHARES - IMPORTS (%)							
1)PHILIP MORRIS		26.2	31.5	37.6	43.3	44.9	48.1
2)SEITA		41.5	58.7	50.5	48.2	44.5	42.1
3)R.J. REYNOLDS		11.7	6.4	9.4	7.0	7.7	7.3
4)ROTHMANS INTERNATIONAL		9.1	0.6	1.2	--	--	--
OTHERS		11.5	2.8	1.3	1.5	2.9	2.5
% BRAND FAMILY SHARES - IMPORTS (%)							
BRAND NAME	MANUFACTURER						
1)MARLBORO	PM	19.9	24.9	32.1	39.7	40.8	44.2
2)ROYALE	SEITA	36.6	54.3	48.6	44.9	41.6	40.1
3)CAMEL	RJR	3.3	3.9	4.0	3.4	4.4	4.6
4)LARK	PM	5.2	6.1	5.0	3.2	3.6	3.4
5)GAULOISES	SEITA	3.5	2.6	1.6	2.4	2.3	1.3
6)MORE	RJR	1.8	1.2	1.4	1.2	1.1	1.2
7)WINSTON	RJR	4.3	0.6	3.7	1.9	1.9	1.1
8)GITANES	SEITA	.15	1.9	0.2	0.9	0.7	0.6
9)BENSON & HEDGES	BAT	2.3	0.2	0.2	0.4	0.8	0.5
10)SALEM	RJR	1.2	---	0.3	0.4	0.4	0.5

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(TUNISIA)

	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPSPERS			1	1	1	1
D) MAGAZINES			1	1	1	1
E) COUPONS			2	2	2	2
F) POINT OF SALE			1	1	1	1
G) BILLBOARDS			3	3	3	3
H) CINEMA			3	3	3	3
I) SAMPLING			3	3	3	3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			NO	NO	NO	NO
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS			NO	NO	NO	NO
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: TURKEY

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	65.3	71.8	68.8	74.5	76.7	76.6
PER CAPITA CONSUMPTION	1,278	1,400	1,320	1,420	1,367	1,318
COMPANY SHARES OF TOTAL MARKET (%)						
1) TEKEL	89.1	85.0	85.7	84.1	79.6	84.9
2) PHILIP MORRIS	9.4	13.3	12.3	13.7	17.7	13.2
3) R.J. REYNOLDS	0.5	0.8	1.1	1.2	1.5	1.1
4) RINSOZ & ORMOND	0.4	0.4	0.5	0.5	0.4	0.3
5) BAT	0.3	0.3	0.3	0.4	0.5	0.3
6) ROTHMANS INTERNATIONAL	0.2	0.2	0.2	0.2	0.2	0.2
OTHERS	---	---	---	---	0.1	---
BRAND FAMILY SHARES OF TOTAL MARKET (%)						
BRAND NAME						
1)MALTEPE	55.5	54.2	56.2	53.1	46.8	46.7
2)SAMSUN	16.5	17.9	18.8	19.0	19.0	19.3
3)MARLBORO	9.0	12.3	10.0	10.8	14.6	11.2
4)TEKEL 2000	---	---	---	2.1	5.8	10.4
5)BIRINCI	7.6	6.5	5.4	5.0	4.1	4.6
6)PARLIAMENT	0.4	1.1	2.2	2.8	3.1	2.1
7)CAMEL	0.2	0.5	0.8	1.0	1.3	0.9
8)BAFRA	3.7	2.1	2.0	1.5	1.1	1.1
9)TOKAT	3.0	2.1	1.3	1.3	1.1	0.9
10)BITLIS	1.9	1.6	1.3	1.2	0.9	0.8
MARKET SEGMENTATION (%)						
FILTER	90.3	91.8	93.1	93.6	94.9	94.3
NON-FILTER	9.7	8.2	6.9	6.4	5.1	5.7

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(TURKEY)

	1986	1987	1988	1989	1990	1991
COMPANY SHARES OF IMPORTED SEGMENT (%)						
1)PHILIP MORRIS	86.5	88.6	85.8	86.0	86.7	87.5
2)R.J. REYNOLDS	5.0	5.2	7.5	7.3	7.2	7.0
3)B.A.T.	2.6	1.8	1.8	2.3	2.3	2.0
4)RINSOZ & ORMOND	3.5	2.9	3.3	3.0	2.2	1.9
5)ROTHMANS INTERNATIONAL	2.0	1.2	1.4	1.1	1.0	1.2
OTHERS	0.5	0.3	0.2	0.3	0.6	0.6
BRAND FAMILY SHARES OF IMPORTED SEGMENT (%)						
1)MARLBORO	82.9	81.6	70.6	68.2	71.6	73.8
2)PARLIAMENT	3.6	7.0	15.2	17.8	15.1	13.7
3)CAMEL	2.1	3.1	5.8	6.1	6.4	6.1
4)SAMSUN	3.5	2.5	3.2	2.9	2.1	1.4
5)SALEM	0.8	0.8	0.7	0.8	0.8	0.9
6)BARCLAY	---	---	0.1	0.7	0.8	0.8
7)HB	0.4	0.4	0.5	0.7	0.7	0.6
8)KENT	1.3	0.9	0.8	0.7	0.7	0.5
9)ROTHMANS	1.2	0.8	0.8	0.6	0.6	0.4
10)PETER STUYVESANT	---	---	---	---	---	0.4

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(TURKEY)

	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			1	1	1	1
D) MAGAZINES			1	1	1	1
E) COUPONS			*1	*1	1	1
F) POINT OF SALE			1	1	1	1
G) BILLBOARDS			1	1	1	1
H) CINEMA			1	1	1	1
I) SAMPLING			1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			**NO	**NO	***YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS			NO	NO	NO	NO
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

*CONTESTS, PROMOTIONS BUT NO PRICE OFFS.
**NOT REQUIRED, BUT USED FOR MAGAZINE ADVERTISESTED BY/AGREED WITH TEKEL.
***PRESS

2057907824

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: UNITED ARAB EMIRATES - DOMESTIC

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		2.3	2.2	2.3	2.6	2.9	2.8
PER CAPITA CONSUMPTION		1,680	1,560	1,600	1,721	1,710	1,555
COMPANY SHARES (%)							
1)B.A.T.		34.9	34.9	29.5	29.4	29.2	27.4
2)PHILIP MORRIS		16.8	19.2	19.3	19.4	22.0	26.1
3)R.J. REYNOLDS		3.3	3.2	13.0	19.5	22.1	20.4
4)ROTHMANS INTERNATIONAL		33.4	30.4	26.7	20.3	16.7	16.2
5)BROWN & WILLIAMSON		3.1	3.9	4.8	5.0	4.1	3.7
6)GALLAHER		3.8	3.0	2.3	2.0	1.7	1.7
OTHERS		4.5	5.3	4.6	4.5	4.2	4.5
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1)MARLBORO	PHILIP MORRIS	16.1	18.3	18.3	17.7	18.1	21.2
2)DORCHESTER	R.J. REYNOLDS	0.1	0.3	4.3	8.2	11.4	13.4
3)WILLS GOLD FLAKE	B.A.T.	---	---	2.0	9.9	12.6	11.4
4)ROTHMANS	R.I.	19.7	17.8	14.8	11.1	8.9	8.4
5)DUNHILL	R.I.	10.1	9.0	8.4	6.7	5.4	5.6
6)PLAYERS GOLD LEAF	B.A.T.	13.7	12.0	9.4	6.3	5.2	5.4
7)GOLD COAST	R.J. REYNOLDS	0.5	0.8	5.3	7.9	7.8	4.7
8)L&M	PHILIP MORRIS	0.1	0.1	0.2	1.0	3.3	4.2
9)CAPSTAN	B.A.T.	2.9	4.4	5.0	4.2	3.9	3.3
10)BENSON & HEDGES	B.A.T.	5.7	5.6	4.4	3.7	3.5	3.3

2057907825

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(UNITED ARAB EMIRATES - DOMESTIC)

	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION (%)						
BY TASTE						
FULL FLAVOR (10-12 MG)	88.7	85.8	81.9	80.1	79.3	79.4
LIGHTS (6-10 MG)	9.7	12.4	16.0	17.8	18.6	18.6
SUPERLIGHTS (0-6 MG)	1.6	1.8	2.2	2.1	2.0	2.0
BY BLEND						
UK	73.2	69.4	63.6	62.1	61.8	62.0
US	24.7	27.8	34.2	36.5	37.8	37.6
OTHERS	2.1	2.8	2.2	1.4	0.4	0.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			1	1	1	1
D) MAGAZINES			1	1	1	1
E) COUPONS			1	1	1	1
F) POINT OF SALE			1	1	1	1
G) BILLBOARDS			3	3	3	3
H) CINEMA			3	3	1	1
I) SAMPLING			1	1	1	*1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

*FOR MAJOR EVENTS, MUNICIPALITY APPROVAL IS REQUIRED.

2057907826

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: YUGOSLAVIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	55.1	55.1	59.2	56.8	54.2	
PER CAPITA CONSUMPTION	2371	2350	2510	2400	2300	
MARKET SEGMENTATION (%)						
LICENSEE	15.8	19.9	20.8	16.3	21.2	
LOCAL BRANDS	84.2	80.1	79.2	83.7	75.6	
IMPORTS	---	---	---	---	3.2	
COMPANY SHARES - LICENSEE SEGMENT (%)						
1) BRINKMANN/BAT	74.3	68.7	72.0	71.9	64.7	
2) PHILIP MORRIS	11.7	10.9	11.4	16.3	22.5	
3) R.J. REYNOLDS	2.2	4.2	4.0	1.5	4.2	
4) AUSTRIAN TABAKWERKE	6.0	7.3	6.6	5.8	3.0	
5) ROTHMANS INTERNATIONAL	2.3	1.7	2.2	2.1	2.4	
6) BROWN & WILLIAMSON	0.9	3.8	1.6	1.0	2.4	
7) REEMTSMA	2.6	3.4	2.1	1.4	0.8	
OTHERS	---	---	0.1	---	---	

BRAND FAMILY SHARES - LICENSEE SEGMENT (%)

BRAND NAME	MANUFACTURER	1986	1987	1988	1989	1990	1991
1) LORD	BRINKMANN	67.8	59.3	67.6	69.6	64.7	
2) MARLBORO	PHILIP MORRIS	9.9	8.2	7.4	10.4	16.8	
3) BOND STREET	PHILIP MORRIS	1.8	2.8	4.0	5.9	5.6	
4) WINSTON	R.J. REYNOLDS	1.8	3.3	3.9	1.4	4.2	
5) MIDE SORTE	ATW	6.0	7.3	6.6	5.8	3.0	
6) DUNHILL	R.I.	2.2	1.7	2.2	2.1	2.4	
7) KENT	B&W	0.9	3.8	1.6	1.0	2.4	
8) ASTOR	REEMTSMA	2.6	3.4	2.1	1.4	0.8	
9) HB	BAT	6.5	9.4	4.3	2.3	---	
10) CAMEL	R.J. REYNOLDS	0.4	0.8	0.2	0.1	---	

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(YUGOSLAVIA)

	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			*2	2	2	
B) RADIO			*2	2	2	
C) NEWSPAPERS			*2	2	2	
D) MAGAZINES			*3	2	2	
E) COUPONS			N/A	2	2	
F) POINT OF SALE			3	3	1	
G) BILLBOARDS			2	2	2	
H) CINEMA			2	2	2	
I) SAMPLING			**3	2	2	
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			NO	NO	NO	
B) CARTONS			NO	NO	NO	
C) ADVERTISING			NO	NO	NO	
SPECIFIC T&N NUMBERS ON:						
A) PACKS			NO	NO	NO	
B) CARTONS			NO	NO	NO	
C) ADVERTISING			NO	NO	NO	

*RESTRICTED TO NEW PRODUCT LAUNCHES-BYLAW AND PUBLICATION OF AWARDS WHICH GAVE WARNING FOR QUALITY OF THE PRODUCT.
**AT POINT OF SALE ALLOWED. DISTRIBUTION OF FREE SAMPLES ARE PROHIBITED.

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

2057907829

ASIA/
PACIFIC

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

III. ASIA

AUSTRALIA

CHINA

FIJI

GUAM

HONG KONG

INDIA

INDONESIA

JAPAN

KOREA

MALAYSIA

PAKISTAN

PHILIPPINES

SINGAPORE

TAIWAN

THAILAND

2057907830

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: AUSTRALIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	33.6	33.6	34.5	33.7	34.6	34.2
OF WHICH LOCAL MANUFACTURE:	33.1	33.1	34.0	33.2	34.1	34.1
OTHERS	0.5	0.5	0.5	0.5	0.5	0.1
POPULATION TOTAL (MILLIONS)	15.9	16.0	16.5	16.8	17.0	17.4
PER CAPITA CONSUMPTION	2113	2110	2091	2007	2035	1967
SMOKER INCIDENCE (ESTIMATED)						
% OF TOTAL POPULATION	29.2	28.9	28.0	27.8	26.9	26.0
% OF FEMALE POPULATION	28.2	27.8	27.1	26.8	26.0	25.5
% OF MALE POPULATION	30.2	30.0	29.0	28.8	27.8	26.6
COMPANY SHARES*						
1) PHILIP MORRIS LIMITED	31.8	32.4	32.6	33.1	36.7	36.8
2) ROTHMANS	36.3	36.9	35.7	35.6	34.9	36.2
3) AMATIL (B.A.T.)	30.9	29.7	30.8	30.6	27.7	26.6
4) R.J. REYNOLDS	1.0	1.0	0.9	0.7	0.6	0.3

*SOURCE: Nielsen Retail Index

2057907831

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

AUSTRALIA

BRAND FAMILY SHARES %* BRAND NAME	MANUFACTURER	1986	1987	1988	1989	1990	1991
1) WINFIELD	ROTHMANS	23.6	23.2	22.4	21.7	20.5	18.0
2) PETER JACKSO	PML	17.3	18.3	18.3	18.0	16.1	14.3
3) LONGBEACH	PML	---	---	---	---	8.9	13.2
4) BENSON & HEDGES	BAT	12.4	11.8	12.6	12.3	11.4	10.3
5) STRADBROKE	BAT	---	---	3.2	7.4	7.5	6.6
6) HOLIDAY	ROTHMANS	---	---	---	---	---	6.4
7) DUNHILL	ROTHMANS	3.3	3.8	3.9	3.9	3.8	3.6
8) ALPINE	PML	4.7	4.6	4.6	4.4	3.8	3.5
9) SPECIAL MILD	ROTHMANS	---	1.5	2.9	4.0	3.9	3.0
10) HORIZON	BAT	---	---	---	---	---	6.4
11) ESCORT	BAT	4.1	4.2	3.8	3.2	3.0	2.3
12) MARLBORO	PML	3.8	3.3	2.8	2.4	2.1	1.9
13) FORTUNE	PML	---	---	1.5	2.9	2.2	1.4
14) WILLS	BAT	3.8	3.4	2.8	2.2	1.8	1.4
15) BRANDON	ROTHMANS	---	---	---	---	1.8	1.3
16) PETER STUYVESANT	ROTHMANS	2.5	2.3	1.8	1.6	1.4	1.2
17) SUPERLIGHTS	PML	---	2.0	2.4	2.1	1.5	1.0
18) CRAVEN A	BAT	1.6	1.5	1.3	0.9	0.8	0.7
19) JOHN PLAYER/PLAYERS	BAT	1.8	1.5	1.1	0.9	0.6	0.7
20) CAMBRIDGE	ROTHMANS	2.1	1.8	1.3	1.0	0.8	0.6
21) RANSOM	ROTHMANS	1.5	1.8	1.3	0.8	0.6	0.5
22) COMMODORE	BAT	---	2.1	1.4	1.0	0.6	0.4
23) OTHER		14.3	12.9	10.6	9.3	6.9	5.0
MARKET SEGMENTATION %							
FILTER (NON MENTHOL)		87.4	85.7	87.5	88.2	88.8	89.6
FILTER MENTHOL		11.8	13.5	11.7	11.5	11.0	10.4
NON-FILTER		0.8	0.8	0.5	0.3	0.2	---
PRICE SEGMENTATION %							
HIGH/PREMIUM 20s/25s)		68.5	62.8	59.7	55.1	50.4	45.2
MEDIUM (30s)		31.5	34.5	32.5	28.0	24.0	19.8
LOW (35s/40s,50s)		---	2.7	7.8	16.9	25.6	35.1
TOBACCO TYPE SEGMENTATION %							
BLEND: AMERICAN		14.1	10.0	9.3	7.2	7.0	5.7
VIRGINIA		85.9	90.0	90.7	92.8	93.0	94.3

*SOURCE: Nielsen Retail Index

2057907832

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

AUSTRALIA

	1986	1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
70 MM AND SHORTER	---	0.2	---	---	0.3	---
71 MM TO 79 MM	---	2.8	4.1	1.8	1.7	1.1
80 MM TO 85 MM	---	96.1	95.5	98.1	97.8	98.9
86 MM TO 94 MM	---	0.8	0.4	0.1	0.2	---
95 MM TO 99 MM	---	---	---	---	---	---
OVER 100 MM	---	0.1	---	---	---	--
PACK COUNT SEGMENTATION %						
15 CIGTS/PACK	1.4	1.5	0.9	0.1	0.0	0.0
20 CIGTS/PACK	20.8	13.0	10.9	9.0	7.4	6.2
25 CIGTS/PACK	46.3	48.3	47.9	46.0	43.0	38.9
30 CIGTS/PACK	31.5	34.5	32.5	28.0	24.0	19.8
35 CIGTS/PACK	---	2.7	7.7	14.9	14.1	11.6
40 CIGTS/PACK	---	---	0.1	2.0	11.0	14.4
50 CIGTS/PACK	---	---	---	---	0.5	9.1
PACK TYPE SEGMENTATION %						
SOFT PACK	2.0	1.0	0.6	0.6	0.4	0.6
FLIP TOP BOX	95.1	98.2	99.0	99.0	99.4	99.4
PRINCESS PACK	1.2	0.8	0.4	0.4	0.2	---
OTHER (LAUBE)	1.6	---	---	---	---	---
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	2	2
D) MAGAZINES	3	3	3	3	2	2
E) COUPONS	3	3	3	3	2	2
F) POINT OF SALE	1	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	2	2
I) SAMPLING	3	3	3	3	3	3

*SOURCE: Nielsen

2065907833

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

AUSTRALIA

	1986	1987	1988	1989	1990	1991
HEALTH WARNIG & T&N LISTINGS ANSWER EITHER: YES OR NO						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	YES	YES	YES	YES	YES
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS*						
CIGARS (MILLIONS)	78.4	68.8	62.2	57.3	57.2	55.8
PIPE TOBACCO (THOUSAND KILOS)	217.8	205.0	---	---	---	---
ROLL YOUR OWN 9THOUSAND KILOS)	1328.3	1200.0	---	---	---	---

2057907834

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: CHINA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1,284.8	1,337.3	1,372.5	1,583.7	1,698.0	1,519.0
OF WHICH LOCAL MANUFACTURE:	1,270.0	1,320.0	1,353.4	1,575.1	1,692.8	1,510.0
IMPORTED FROM 1) HONG KONG	8.6	10.4	10.5	4.1	2.0	3.9
2) U.K. VIA HONG KONG	2.0	1.6	1.6	0.9	0.7	1.1
3) U.S. VIA HONG KONG	4.2	4.7	6.1	3.0	2.3	3.8
4) OTHERS VIA HONG KONG	0.0	0.6	1.0	0.6	0.1	0.2
POPULATION TOTAL (MILLIONS)	1,060.0	1,073.0	1,084.0	1,097.0	1,110.0	1,160.0
PER CAPITA CONSUMPTION	1,212.1	1,246.4	1,266.2	1,443.7	1,529.7	1,309.0
SMOKER INCIDENCE (ESTIMATED)						
% OF TOTAL POPULATION	34.6	34.6	34.7	34.7	34.7	34.7
% OF FEMALE POPULATION	7.0	7.0	7.0	7.1	7.1	7.1
% OF MALE POPULATION	61.1	61.1	61.2	61.3	61.4	61.5
COMPANY SHARES						
1) CHINA NATIONAL TOB. CORP.(LOCAL MANUFACTURE)	98.9	98.7	98.6	99.5	99.7	99.4
2) OTHERS	1.1	1.3	1.4	0.5	0.3	0.6
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
COMPANY SHARES OF IMPORTED & CONTRACT SEGMENT						
1) PHILIP MORRIS	16.6	19.2	24.1	29.0	32.2	33.9
2) B&W/BAT	36.1	35.3	33.3	34.7	33.7	31.1
3) NANYANG	18.0	20.8	20.2	18.3	19.0	22.9
4) HKTC	20.7	19.2	17.5	13.9	10.5	8.3
5) RJR	3.1	2.0	1.7	1.9	2.4	1.8
6) ROTHMANS	1.6	1.2	1.2	0.4	0.6	0.5
7) GALLAHER	1.4	0.7	0.4	0.1	0.0	0.0
OTHERS	2.5	1.6	1.8	1.8	1.6	1.5

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(CHINA)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) LOCAL BRANDS		CHINA NAT. TOB. CORP.	98.8	98.7	98.6	99.5	99.7	99.4
IMPORTED BRAND FAMILY SHARES								
2) MARLBORO	PM	PM	14.8	16.9	19.7	22.1	31.2	32.7
3) DBLE HAPPINESS	NANYANG	NANYANG	18.0	20.8	20.2	18.3	19.0	22.9
4) STATE EXPRESS	B&W	B&W	11.4	7.5	6.9	10.3	13.4	12.0
5) HILTON	BAT	BAT	15.7	18.3	15.9	14.1	8.9	10.8
6) GOOD COMPANION	HKTC	HKTC	20.7	19.2	17.5	13.9	10.5	8.3
7) KENT	B&W	B&W	7.1	7.9	9.2	9.1	10.1	7.3
8) WINSTON	RJR	RJR	2.4	1.5	1.3	1.2	1.1	0.8
9) VICEROY	B&W	B&W	1.9	0.7	0.7	0.9	1.0	0.8
10) MONTEREY	PM	PM	0.8	2.1	3.4	6.1	0.4	0.6
11) AM. CLB.NO. 1	BAT	BAT	1.4	0.6	0.5	0.2	0.1	0.1
12) RUBY QUEEN	BAT	BAT	---	---	---	---	---	---
OTHERS			5.8	4.5	4.9	3.9	4.3	3.7
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			27.6	34.8	37.6	41.5	42.0	50.0
FILTER MENTHOL			0.1	0.1	0.1	0.1	0.1	0.1
NON-FILTER			72.3	65.1	62.3	58.4	57.9	49.9
PRICE SEGMENTATION								
PREMIUM			0.4	0.4	0.4	0.2	0.2	0.2
HIGH			0.7	0.7	0.7	0.2	0.1	0.1
MEDIUM			19.1	19.3	19.4	19.7	20.0	21.3
LOW			51.8	52.0	52.1	52.4	52.3	51.1
ECONOMY			28.0	27.6	27.4	27.4	27.4	27.3
TAR & NICOTINE SEGMENTATION %								
HIGH/FULL FLAVOR			100%	100%	100%	100%	100%	100%
TOBACCO TYPE SEGMENTATION %								
VIRGINIA			99.7%	96.3%	94.6%	93.7%	92.8%	93.5%

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(CHINA)	1986	1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
70 MM AND SHORTER	47.6%	47.5%	47.4%	47.3%	47.1%	45.8%
71 MM TO 79 MM	35.9%	35.9%	35.7%	35.6%	35.5%	35.4%
80 MM TO 85 MM	16.3%	16.4%	16.7%	16.9%	17.2%	18.6%
100MM AND ABOVE	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	10.0%	9.0%	9.0%	8.8%	8.5%	8.0%
20 CIGTS/PACK	90.0%	91.0%	91.0%	91.2%	91.5%	92.0%
PACK TYPE SEGMENTATION %						
SOFT PACK	93.0%	93.0%	93.0%	93.0%	93.0%	92.8%
FLIP TOP BOX	7.0%	7.0%	7.0%	7.0%	7.0%	7.2%
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	2	2	2	2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	*
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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*Depends on types of media & Location

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(CHINA)	1986	1987	1988	1989	1990	1991
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
RETAIL PRICE (US$/PACK)						
TOTAL MARKET	0.70	0.75	0.94	0.78*	0.78	0.80
LOCAL BRANDS	0.65	0.66	0.81	0.64*	0.64	0.66
IMPORTED BRANDS	0.74	0.84	1.07	0.92*	0.92	0.93
LEADING LOCAL BRANDS	0.89	0.91	1.12	0.88*	0.88	0.90
LEADING IMPORTED BRANDS	0.92	1.10	1.30	1.15*	1.15	1.17

*PRICE DROP DUE TO RMB DEVALUATION

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: FIJI

			1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)			.500	.500	.560	.500	.530	.500
COMPANY SHARES %								
1) B.A.T.			55.0	55.0	56.0	54.0	52.2	53.0
2) CARRERAS ROTHMANS			44.8	44.8	43.8	45.3	47.0	46.2
3) PHILIP MORRIS			0.2	0.2	0.2	0.7	0.8	0.8
BRAND SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)B&H K.S.	B.A.T.	B.A.T.	48.0	46.0	44.0	41.0	40.0	39.5
2)ROTHMANS PALL MALL	ROTH	ROTH	29.0	30.0	32.0	28.0	30.0	30.0
3)ROTHMANS K.S.	ROTH	ROTH	11.0	11.0	10.0	10.0	10.0	10.0
4)OTHERS			12.0	13.0	14.0	21.0	20.0	20.5
MARKET SEGMENTATION %								
FILTER MENTHOL			99.0	99.0	99.0	99.0	99.0	99.0
NON-FILTER			0.1	0.1	0.1	0.1	0.1	0.1
PRICE SEGMENTATION %								
POPULAR			60.0	60.0	65.0	70.0	70.0	70.0
PREMIUM			40.0	40.0	35.0	30.0	30.0	30.0
PACK COUNT SEGMENTATION %								
20 CIGTS/PACK			75.0	75.0	70.0	70.0	70.0	70.0
10 CIGTS/PACK			25.0	25.0	30.0	30.0	30.0	30.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY								
*NOTATIONS: 1) YES								
2) BANNED								
3) RESTRICTED								
A) TELEVISION			2	2	2	2	2	2
B) RADIO			2	2	2	2	2	2
C) NEWSPAPERS			1	1	1	1	1	1
D) MAGAZINES			1	1	1	1	1	1
E) CINEMA			2	2	2	2	2	2

2057907839

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: GUAM

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	615.0	585.0	689.0	711.0	744.0	780.0
POPULATION TOTAL (MILLIONS)	0.26	0.270	0.280	0.285	0.317	0.325
BRAND FAMILY SHARES %						
1)BENSON & HEDGES	27.3	31.2	33.5	33.4	32.7	33.1
2)MARLBORO	13.1	15.0	16.7	17.4	19.5	21.3
3)VIRGINIA SLIMS	9.3	8.6	8.7	8.5	8.8	8.9
4)LARK	1.5	1.7	2.0	1.9	2.0	1.9
OTHERS	48.8	43.5	39.1	38.8	37.0	35.0
MARKET SEGMENTATION%						
FILTER (NON-MENTHOL)	35.0	35.0	35.0	35.0	35.0	35.0
FILTER MENTHOL	65.0	65.0	65.0	65.0	65.0	65.0

2057907840

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: HONG KONG

	1986	*1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	7.32	7.22	6.87	7.15	6.99	5.10
OF WHICH LOCAL MANUFACTURE: (BILLIONS)	2.99	3.35	3.01	2.94	3.10	2.09
IMPORTED FROM 1) UNITED STATES	4.20	3.70	3.65	4.01	3.67	2.84
2) UNITED KINGDOM	0.12	0.13	0.14	0.14	0.15	0.12
3) PEOPLES REPUBLIC OF CHINA	---	---	0.02	0.03	0.03	0.02
4) OTHERS	0.01	0.04	0.05	0.03	0.04	0.03
POPULATION TOTAL (MILLIONS)	5.53	5.61	5.70	5.75	5.80	5.90
PER CAPITA CONSUMPTION	1,325	1,287	1,205	1,243	1,205	864
SMOKER INCIDENCE						
% OF TOTAL POPULATION	19%	16%	16.8%	19.7%	18.5%	16.5%
% OF FEMALE POPULATION	5%	3%	2.9%	4.7%	3.8%	4.3%
% OF MALE POPULATION	33%	29%	30.0%	32.4%	32.8%	28.3%
COMPANY SHARES						
1) PHILIP MORRIS (PM)	33.0	36.0	36.8	37.6	39.0	43.0
2) B.A.T. (BAT INCL. B&W)	37.3	35.5	35.4	34.5	33.1	30.4
3) R.J. REYNOLDS (RJR)	13.5	13.5	14.4	15.7	16.4	17.1
4) HONG KONG TOBACCO CO. (HKTC)	9.6	8.1	6.8	6.1	5.4	4.4
5) NANYANG BROTHERS (NB)	5.0	4.8	4.2	3.9	3.7	2.6
OTHERS	1.6	2.1	2.4	2.2	2.4	2.5

*MACAU FIGURES ARE NOT INCLUDED FROM 1987 FORWARD.

2057907841

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(HONG KONG)			1986	*1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO	PM	PM	32.4	35.0	35.6	36.8	38.2	42.3
2) KENT	B&W	B&W	9.8	9.8	11.7	11.8	11.5	10.3
3) HILTON	BAT	BAT	7.0	6.9	6.7	6.9	7.3	7.8
4) SALEM	RJR	RJR	1.5	2.1	3.4	5.3	6.7	7.8
5) VICEROY	B&W	B&W	9.8	9.7	8.5	8.0	7.4	6.9
6) WINSTON	RJR	RJR	9.0	9.1	8.4	7.7	6.6	6.5
7) GOOD COMPANION	HKTC	HKTC	8.2	6.8	5.9	5.3	4.7	3.9
8) CAPSTAN	BAT	BAT	4.0	3.8	3.5	3.1	2.8	2.3
9) DOUBLE HAPPINESS	NB	NB	4.5	4.5	3.7	3.3	3.2	2.1
10) MARVELS	BAT	BAT	1.9	1.8	1.7	1.5	1.5	1.0
11) STATE EXP.555	BAT	BAT	1.9	1.7	1.7	1.8	1.4	0.8
OTHERS			10.0	8.8	9.2	8.5	8.7	8.3
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			94.0	93.5	91.7	90.3	88.9	87.9
FILTER MENTHOL			2.9	3.7	5.8	7.8	9.4	10.7
NON-FILTER			3.1	2.8	2.5	1.9	1.7	1.4
PRICE SEGMENTATION								
PREMIUM			47.6	51.1	56.1	59.3	63.9	67.3
HIGH			21.2	20.9	19.2	17.9	14.3	13.8
LOW			27.9	24.9	23.2	21.4	20.9	18.3
MEDIUM			3.3	3.1	1.4	1.4	1.0	0.6
TAR & NICOTINE SEGMENTATION %								
LTN			5.8	8.0	3.2	11.5	14.8	17.5
HIGH/FULL FLAVOR			84.4	82.2	79.2	75.9	72.9	71.6
MILD			9.8	9.8	17.6	12.6	12.3	10.9
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			86.5	87.2	87.9	88.8	89.6	91.6
VIRGINIA			13.5	12.8	12.1	11.2	10.4	8.4

*MACAU FIGURES ARE NOT INCLUDED FROM 1987 FORWARD

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(HONG KONG)	1986	*1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
71 MM TO 79 MM	3.0	2.7	2.5	1.9	1.7	1.4
80 MM to 85 MM	88.1	88.0	88.3	89.6	90.1	89.8
86 MM TO 94 MM	0.3	0.3	0.3	0.2	0.2	0.3
100MM	8.3	8.6	8.5	7.9	7.6	8.2
OVER 100 MM	0.3	0.4	0.4	0.4	0.4	0.4
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	0.4	0.4	0.3	0.2	0.2	1.2
20 CIGTS/PACK	99.0	99.5	99.6	99.8	99.8	98.8
25 CIGTS/PACK	0.6	0.1	0.1	---	---	---
PACK TYPE SEGMENTATION %						
SOFT PACK	93.2	92.1	87.9	80.8	74.0	65.1
FLIP TOP BOX	6.1	7.1	11.4	18.7	25.5	34.4
SLIDE AND SHELL	0.5	0.4	0.4	0.2	0.3	0.3
PRINCESS PACK	0.2	0.4	0.3	0.2	0.2	0.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	2	2
B) RADIO	1	1	1	1	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

NO CIGARETTE ADVERTISING BETWEEN 4:30 PM - 6:30 PM
*MACAU FIGURES ARE NOT INCLUDED FROM 1987 FORWARD.

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(HONG KONG)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (THOUSAND KILOS)	20.4	19.6	N/A	N/A	N/A	N/A
PIPE TOBACCO (THOUSAND KILOS)	N/A	N/A	N/A	N/A	N/A	N/A
ROLL YOUR OWN (THOUSAND KILOS)	106.3	93.1	NA/	N/A	N/A	N/A

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: INDIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	80,000	75,756	81,048	84,300	84,400	83,630
LOCAL MANUFACTURE:	80,000	75,756	81,048	84,300	84,400	83,630
IMPORTED:	NIL	NIL	NIL	NIL	NIL	NIL
POPULATION TOTAL (MILLIONS)	760	775	797	815	835	844
PER CAPITA CONSUMPTION	105	98	102	103	101	99
SMOKER INCIDENCE						
% OF TOTAL POPULATION	2.6	2.5	2.5	2.6	2.5	2.5
% OF FEMALE POPULATION	NIL	NIL	NIL	NIL	NIL	NIL
% OF MALE POPULATION	5.1	4.8	4.9	5.0	5.0	5.0
COMPANY SHARES						
1) INDIA TOBACCO CO.	47.4	51.9	52.6	50.7	52.2	53.6
2) GODFREY PHILLIPS	10.8	12.7	15.3	16.2	17.4	18.5
3) VAZIR SULTAN TOBACCO CO.	17.6	16.1	14.5	16.6	17.3	17.3
4) GOLDEN TOBACCO CO.	20.7	16.0	14.2	13.7	11.2	9.9
5) NATIONAL TOBACCO	2.8	2.7	3.0	2.6	1.7	0.5
6) OTHERS	0.7	0.6	0.4	0.1	0.2	0.2

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(INDIA)			1986	1987	1988	1989	1990	1991
BRAND SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)SCISSORS PL.	ITC	ITC	14.6	17.8	18.3	18.3	16.7	15.7
2)WILLS FILTER	ITC	ITC	3.4	6.3	10.1	11.7	11.4	10.8
3)CHARMINAR PL.	VST	VST	9.1	8.8	8.5	9.6	9.2	8.6
4)BRISTOL FILTER	ITC	ITC	2.8	3.1	2.9	2.8	4.6	8.0
5)PANAMA PL	GTC	GTC	7.2	8.0	9.0	9.0	6.8	6.6
6)FOUR SQ. PREMIER	GPI	GPI	0.6	1.3	2.9	3.4	4.2	5.5
7)CHARMS MINI KG	VST	VST	4.6	4.8	3.6	4.1	5.1	5.4
8)GOLD FLK PL.	ITC	ITC	0.3	1.8	2.5	1.3	2.5	4.1
9)CAV GOLD LEAF	GPI	GPI	2.4	3.2	3.9	4.2	3.8	3.3
10)GOLD FLAKE KING	ITC	ITC	0.4	1.1	2.3	2.5	2.9	3.0
11)GOLD FLAKE FT	ITC	ITC	5.8	6.8	5.8	3.5	3.0	2.9
12)BERKELEY FT	ITC	ITC	4.9	3.9	2.7	2.0	2.5	2.2
13)CAPSTAN PL.	ITC	ITC	2.5	1.6	2.1	2.2	1.8	1.1
14)FOUR SQUARE KS	GPI	GPI	1.0	1.4	1.8	1.9	1.5	1.3
15)REGENT SPL. FT.	NTC	NTC	0.2	1.5	2.5	2.2	1.3	0.4
16)FLAIR FT.	GTC	GCT	---	2.3	2.4	1.4	0.8	0.8
OTHERS			40.2	26.3	18.7	19.9	21.9	20.3
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			54.5	50.5	49.3	47.8	51.2	55.4
FILTER MENTHOL			---	---	0.1	0.2	0.2	0.2
NON-FILTER			45.5	49.5	50.6	52.0	48.6	44.4
PRICE SEGMENTATION%								
PREMIUM(ABOVE RS.7.00 for 10's)			2.2	6.7	6.6	6.6	6.3	5.6
MEDIUM HIGH (RS.5.00 - RS.7.00)			9.2	13.2	16.0	15.2	14.4	14.9
MEDIUM (RS.3.50 - RS.4.50)			12.0	28.8	26.8	26.2	30.8	35.1
LOW (BELOW RS.3.50)			76.6	51.3	50.6	52.0	48.6	44.4
TAR & NICOTINE SEGMENTATION %								
ULTRA LOW	.....NEGLIGIBLE.....							
LOW	.....NEGLIGIBLE.....							
MEDIUM	.....NEGLIGIBLE.....							
HIGH/FULL FLAVOR			100	100	100	100	100	100

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(INDIA)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
BLEND: VIRGINIA (LOCAL TYPE) BROWN/MIXED	100	100	100	100	100	100
LENGTH SEGMENTATION %						
70 MM AND SHORTER	50.6	77.7	77.4	78.2	79.3	80.8
71 MM TO 79 MM	27.4	13.2	16.0	15.2	14.4	13.6
80 MM to 85 MM	22.0	9.1	6.6	6.6	6.3	5.6
86 MM TO 94 MM	*	*	-	-	-	-
100MM	*	*	-	-	-	-
(*LESS THAN 0.1%)						
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	84.0	89.7	88.8	89.9	90.0	92.0
20 CIGTS/PACK	16.0	10.3	11.2	10.1	10.0	8.0
PACK TYPE SEGMENTATION %						
SOFT PACK	14.5	9.5	10.5	8.8	8.5	7.1
FLIP TOP BOX	1.5	0.8	0.7	1.3	1.5	1.4
SLIDE AND SHELL	84.0	89.7	88.8	89.9	90.0	91.5

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(INDIA)	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	3,000	N.A.	10,000	10,600	N.A.	N.A.
PIPE TOBACCO (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
ROLL YOUR OWN (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
CHEWING TOBACCO (THOUSAND KILOS)	45,000	60,000	75,000	78,000	N.A.	N.A.
SNUFF (THOUSAND KILOS)	4,500	4,500	6,600	7,000	N.A.	N.A.
BIDI (BILLIONS)	700	760	810.0	850	890	935
KRETEK (MILLIONS)	NIL	NIL	NIL	NIL	NIL	NIL
OTHERS (THOUSAND KILOS)	N.A.	N.A.	57,500	60,850	N.A.	N.A.

(approximately)

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: INDONESIA TOTAL

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	114,800	120,200	134,800	147,171	155,626	150,774
POPULATION TOTAL (MILLIONS)	166.00	169.00	175.59	179.14	182.80	184.70
PER CAPITA CONSUMPTION	696	711	768	832	841	816
COMPANY SHARES						
1) GUDANG GARAM (KRETEK)	28.9	30.7	29.3	27.1	35.2	38.91
2) DJARUM (KRETEK)	21.1	22.1	24.3	27.1	13.0	18.96
3) BENTOEL (KRETEK)	9.1	9.6	7.3	11.0	10.4	8.19
4) STTC (WHITE CIGTS)	6.9	4.1	3.8	4.0	3.0	2.90
5) BAT (WHITE CIGTS)	4.6	4.7	4.2	3.0	2.4	3.94
6) FAROKA (WHITE CIGTS)	1.1	0.8	0.9	0.8	1.2	1.91
OTHER KRETEK MANUFACTURERS	22.1	21.9	25.8	23.9	18.0	20.97
OTHER WHITE CIGT. MANUFACTURERS	5.8	6.1	4.4	3.1	3.1	4.22
BRAND SHARES %						
BRAND NAME						
1) DJARUM SUPER F 12	10.6	12.1	14.7	15.7	12.2	8.90
2) GUDANG GARAM (RED FILTER)	11.1	9.8	5.9	6.1	12.2	15.74
3) GUDANG GARAM SURYA F 16	1.5	2.0	5.8	5.5	7.5	8.00
4) GUDANG GARAM SURYA F 12	3.4	4.0	3.6	4.2	4.7	4.62
5) GUDANG GARAM RED NF 10	5.4	5.0	4.6	4.2	4.6	1.48
6) DJARUM F SUPER 16	3.7	4.4	4.3	4.4	4.3	3.60
7) BENTOEL INTL BLUE F12	3.6	4.2	3.6	5.3	4.0	4.95
8) GUDANG GARAM KS RED NF 12	2.1	2.1	2.3	2.4	2.7	0.95
9) COMMODORE LS	2.8	2.6	1.3	1.3	1.3	1.38
10) DJARUM FILTRA 12	4.4	4.7	1.9	1.2	0.7	0.35

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: INDONESIA
WHITE CIGARETTE MARKET

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	22,000	19,000	17,900	16,000	16,551	19,554
COMPANY SHARES (SHARE OF MARKET %)						
1) BAT	4.6	4.7	4.2	3.0	2.48	3.94
2) STTC	7.2	4.1	3.8	4.0	3.5	2.89
3) ROTHMANS	1.1	0.8	0.9	0.8	1.2	1.91
OTHERS	5.8	6.1	4.4	3.1	3.1	4.26
BRAND FAMILY SHARES %						
BRAND NAME						
1)COMMODORE LS	2.8	2.6	1.3	1.3	1.3	1.38
2)ARDATH SP KS	0.8	0.8	1.0	0.7	0.9	1.43
3)UNION FL	1.1	1.1	0.7	0.6	0.6	0.42
4)HERO	1.0	1.0	0.6	0.6	0.4	0.62
5)KANSAS	0.8	0.7	0.6	0.5	0.94	1.54
6)PANAMA FL	0.6	0.6	0.5	0.4	0.4	0.3
OTHERS	11.6	8.8	8.6	6.7	6.8	7.3
COMPANY SHARES (SHARE OF SEGMENT %)						
1) STTC	24.4	26.1	28.6	37.0	32.7	22.32
2) BAT	16.3	29.9	31.6	27.3	27.3	30.39
3) ROTHMANS	38.9	5.1	6.8	7.2	11.5	14.72
4) PHILIP MORRIS	0.7	1.5	2.1	3.8	6.7	9.46
OTHERS	19.8	37.4	31.0	24.8	21.8	23.11
BRAND FAMILY SHARES (SHARE OF SEGMENT %)						
BRAND NAME						
1)KANSAS	2.8	4.5	4.5	4.6	3.6	*11.86
2)UNION FL	3.9	7.0	5.3	5.7	5.5	*11.27
3)ARDATH SP KS	2.8	5.1	7.5	6.6	8.4	*11.03
4)COMMODORE LS	9.9	16.6	9.8	11.9	11.9	10.61
5)MARLBORO	0.7	1.5	2.1	3.8	6.7	9.46
6)HERO	3.5	6.4	4.5	5.2	3.7	5.18
7)PANAMA FL	2.1	3.8	3.8	3.9	3.7	2.05
OTHERS	74.2	55.2	62.6	58.4	51.3	38.54

*Brand Family

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(INDONESIA - WHITE CIGARETTE MARKET)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	1.0	1.0	1.0	1.0	1.3	1.7
VIRGINIA	99.0	99.0	99.0	99.0	98.7	98.3
MODIFIED VIRGINIA	N/A	N/A	N/A	N/A	N/A	N/A
LENGTH SEGMENTATION %						
70 MM AND SHORTER	1.2	N/A	N/A	N/A	N/A	N/A
71 MM TO 79 MM	23.7	N/A	N/A	N/A	N/A	29.19
80 MM to 85 MM	59.5	N/A	N/A	N/A	N/A	49.83
100MM	15.6	N/A	N/A	N/A	N/A	20.98
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	*1	*1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	NO	**YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

*EXCEPT KOMPASS INDONESIA'S NATIONAL DAY.
**DECREE EXPECTED APRIL 1991 ON STATUTORY HEA

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(INDONESIA - WHITE CIGARETTE MARKET)	1986	1987	1988	1989	1990	1991
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS KRETEK (MILLIONS)	92,800	101,200	116,900	131,171	137,209	131,220

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: JAPAN

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	309.2	307.6	306.7	312.8	320.3	326.0
OF WHICH LOCAL MANUFACTURE:	298.6	281.7	271.2	268.4	270.1	272.5
IMPORTED TOTAL	10.6	25.9	35.5	44.4	50.3	53.5
IMPORT SEGMENT SHARE	3.4%	8.4%	11.6%	14.2%	15.7%	16.4%
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	309.2	307.6	306.7	312.8	320.3	326.0
INTERNATIONAL TOTAL ***	11.3	27.4	37.7	46.7	53.6	57.5
INTERNATIONAL SEGMENT SHARE ***	3.7	8.9	12.3	14.9	16.7	17.6
POPULATION TOTAL (MILLIONS)	121.7	122.3	122.8	123.3	123.6	124.0
PER CAPITA CONSUMPTION	2,541	2,515	2,498	2,537	2,591	2,629
SMOKER INCIDENCE						
% OF TOTAL POPULATION	36.7	36.7	36.3	36.1	36.7	36.9
% OF FEMALE POPULATION	12.6	13.4	13.1	12.7	14.3	14.2
% OF MALE POPULATION	62.5	61.6	61.2	61.1	60.5	61.2
COMPANY SHARES						
1)JAPANESE TOBACCO MONOPOLY	96.3	91.1	87.7	85.1	83.3	82.4
2)PHILIP MORRIS (INCL. LIC. MARLBORO)	2.8	5.7	7.5	9.1	10.7	11.3
3)OTHER FOREIGN MFGRS	0.9	3.2	4.8	5.8	6.0	6.3
4)PHILIP MORRIS IMPORTS ONLY	2.6	5.2	6.8	8.4	9.7	10.1

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(JAPAN)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MILD SEVEN	JTI	JTI	45.9	43.2	41.1	40.6	39.5	38.8
2) SEVEN STARS	JTI	JTI	11.5	10.6	9.5	9.0	9.6	9.9
3) CASTER	JTI	JTI	7.7	7.7	8.0	8.6	8.7	9.8
4) CABIN	JTI	JTI	7.3	6.9	6.2	6.7	6.7	6.9
5) LARK	PMI	PMI	1.7	3.1	3.8	4.4	5.1	5.1
6) HILITE	JTI	JTI	5.6	5.0	5.9	5.0	4.4	3.9
7) PEACE	JTI	JTI	4.3	3.9	3.6	3.4	3.3	3.1
8) HOPE	JTI	JTI	3.8	3.4	3.1	3.0	2.8	2.6
9) KENT	BAT	BAT	0.04	1.4	1.6	1.8	2.0	2.2
10) PARLIAMENT	PMI	PMI	0.5	0.7	0.9	1.1	1.4	1.7
11) ECHO	JTI	JTI	3.0	2.7	2.4	2.0	1.8	1.5
12) PHILIP MORRIS	PMI	PMI	0.3	1.3	1.3	1.2	1.3	1.4
13) MARLBORO	PMI	JTI	0.2	1.5	0.7	0.7	1.0	1.2
TOTAL TOP THIRTEEN			91.8	90.4	88.0	87.5	87.6	88.1
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			97.2	96.9	96.6	96.3	96.1	95.8
FILTER MENTHOL			1.7	2.1	2.5	2.9	3.2	3.5
NON-FILTER			1.1	1.0	0.9	0.8	0.7	0.7
CHARCOAL FILTER			75.7	77.1	79.8	81.1	82.6	83.7
PRICE SEGMENTATION								
PREMIUM (Y280 & over)			1.1	1.4	1.6	1.7	2.0	2.3
HIGH (Y221-279)			16.2	17.1	17.1	19.6	22.3	26.1
MEDIUM (Y220)			71.6	71.5	69.6	68.5	67.2	64.6
LOW (BELOW 220)			11.2	10.1	11.7	10.1	8.6	7.0
TAR & NICOTINE SEGMENTATION %								
ULTRA LOW (BELOW 6.1)			0.5	0.5	1.8	5.0	10.7	14.9
LOW (6.1-11)			29.3	35.1	36.0	35.9	37.0	37.3
MEDIUM (11.1 - 16)			54.6	49.8	49.4	47.3	33.5	36.2
HIGH/FULL FLAVOR (16.1 & OVER)			15.6	14.6	12.8	11.7	18.8	11.6

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(JAPAN)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
BLEND: AMERICAN/DOMESTIC	100%	100%	100%	100%	100%	100%
LENGTH SEGMENTATION %						
70 MM AND SHORTER	10.4	7.5	6.7	6.0	5.5	5.0
80 MM to 85 MM	87.8	90.4	90.8	90.9	91.1	90.7
100MM	1.9	2.2	2.5	3.0	3.5	4.3
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK (10'S)	4.1	3.8	3.5	3.3	3.1	2.9
20 CIGTS/PACK (20'S)	95.4	95.7	96.1	96.3	96.6	96.8
OVER 30 CIGTS/PACK (50'S)	0.5	0.4	0.4	0.4	0.4	0.3
PACK TYPE SEGMENTATION%						
SOFT PACK	95.0	94.6	94.0	86.3	78.9	72.6
FLIP TOP BOX	0.8	1.4	2.3	10.3	17.9	24.5
PRINCESS PACK	0.02	0.04	0.04	0.1	0.1	0.1
OTHERS	4.2	3.9	3.6	3.4	3.1	2.9

CIGARETTE ADVERTISING MEDIA AVAILABILITY

1)YES
2)BANNED
3)RESTRICTED

A)TELEVISION	3	(time and GRP limits)
B)RADIO	3	(GRP limits)
C)NEWSPAPERS	1	(maximum at 1/3 Page)
D)MAGAZINES	1	(not for female magazines)
E)COUPONS	2	
F)POINT OF SALE	1	
G)BILLBOARDS	1	
H)CINEMA	1	
I)SAMPLING	1	

*Advertising and sales promotion restrictions are imposed by industry voluntary codes.

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(JAPAN)		1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS							
ANSWER EITHER: YES OR NO							
WARNING ON:	A)PACKS	YES	YES	YES	YES	YES	YES
	B)CARTONS	NO	NO	NO	NO	NO	NO
	C)ADVERTISING	NO	NO	NO	NO	YES	YES
SPECIFIC T&N NUMBERS ON:							
	A)PACKS	NO	NO	NO	NO	YES	YES
	B)CARTONS	NO	NO	NO	NO	NO	NO
	C)ADVERTISING	NO	NO	NO	NO	YES	YES
TAR BANDS PRINTED ON:							
	A)PACKS	NO	NO	NO	NO	NO	NO
	B)CARTONS	NO	NO	NO	NO	NO	NO
	C)ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS							
CIGARS (MILLIONS)		N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
PIPE TOBACCO (THOUSAND KILOS)		N.A.	N.A.	N.A.	N.A.	N.A.	N.A.

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(JAPAN)	1986	1987	1988	1989	1990	1991
IMPORTED BRANDS SHARE OF IMPORT SEGMENT						
MANUFACTURERS						
PHILIP MORRIS	74.7	62.0	58.5	59.0	61.9	61.3
B.A.T.	7.8	23.9	24.4	22.5	21.3	22.6
R.J. REYNOLDS	11.0	9.1	11.6	12.8	12.2	12.0
OTHER	6.5	5.0	5.5	5.6	4.6	4.1
BRANDS						
LARK	48.6	36.9	33.1	31.2	32.3	31.4
KENT	1.3	16.9	14.2	13.0	12.6	13.6
PARLIAMENT	13.1	7.9	7.5	7.9	9.2	10.2
P.M.	9.8	14.9	11.6	8.8	8.2	8.5
LUCKY STRIKE	3.5	5.1	5.2	6.1	6.1	6.5
SALEM	5.8	4.3	4.7	4.9	4.9	5.5
MERIT	-	-	-	4.7	5.4	5.3
VIRGINIA SLIMS	2.8	2.1	2.0	2.6	3.3	4.1
VANTAGE	-	-	-	2.8	2.8	2.3
CAMEL	1.9	1.4	1.5	2.0	2.0	2.2
L&M	-	-	4.2	3.7	3.3	1.8
OTHERS	13.2	10.5	16.0	12.4	9.7	8.8

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(JAPAN)	1986	1987	1988	1989	1990	1991
INTERNATIONAL BRANDS SHARE OF INTERNATIONAL SEGMENT MANUFACTURERS						
PHILIP MORRIS	76.2	64.0	61.0	61.0	64.2	64.0
B.A.T.	7.3	22.6	22.9	21.4	20.0	21.0
R.J. REYNOLDS	10.4	8.6	10.9	12.2	11.4	11.2
OTHER	6.1	4.8	5.2	5.4	4.6	3.8
BRANDS						
LARK	45.7	34.9	31.1	29.6	30.3	29.2
KENT	1.2	16.0	13.3	12.3	11.9	12.6
PARLIAMENT	12.4	7.4	7.1	7.5	8.7	9.5
P.M.	9.2	14.1	10.9	8.4	7.7	7.9
MARLBORO	5.9	5.4	6.0	5.0	6.2	7.0
LUCKY STRIKE	3.3	4.9	4.9	5.8	5.7	6.1
SALEM	5.5	4.1	4.4	4.6	4.6	5.1
MERIT	-	-	-	4.5	5.0	4.9
VIRGINIA SLIMS	2.6	1.9	1.9	2.4	3.1	3.8
VANTAGE	-	-	-	2.6	2.7	2.1
CAMEL	1.7	1.3	1.4	1.9	1.9	2.0
OTHERS	12.5	9.9	19.0	15.3	12.2	9.8

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: KOREA*

*Does not include Duty Free Imports

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	78.3	82.1	87.3	91.7	95.9	98.9
OF WHICH LOCAL MANUFACTURE (DOMESTIC)	78.3	82.0	86.0	88.0	91.7	93.8
POPULATION TOTAL (MILLIONS)	41.2	41.6	42.0	42.4	42.8	43.2
PER CAPITA CONSUMPTION	1,900	1,974	2,079	2,163	2,241	2,289
SMOKER INCIDENCE						
% OF TOTAL POPULATION	24.3	24.0	25.0	23.3	35.0	33.0
% OF FEMALE POPULATION	6.6	6.6	7.0	4.6	4.0	3.0
% OF MALE POPULATION	41.0	41.3	43.0	43.8	64.0	63.0
COMPANY SHARES						
1) KOREAN TOBACCO 7 GINSENG	99.94%	99.8%	98.5%	95.9%	95.6%	94.9%
2) FOREIGN COMPANIES	0.06%	0.2	1.5	4.1	4.4	5.1
- PHILIP MORRIS	35%	31.2	37.2	27.6	33.3	37.9
- RJR	28%	27.9	25.4	32.0	27.8	22.2
- JTI	---	----	----	2.0	8.7	15.9
- B&W	33%	31.5	36.5	22.6	13.9	11.4
- OTHERS	4%	9.4	0.9	15.8	16.8	12.6

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(KOREA)		1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP MANUFACTURER						
1) 88 (EIGHTY-EIGHT)	KOREAN TOBACCO & GINSENG	---	---	66.6	58.1	62.5	63.3
2) HALLA	KOREAN TOBACCO & GINSENG	---	---	---	6.3	10.1	13.2
3) SOL	KOREAN TOBACCO & GINSENG	63.2	66.0	22.3	16.1	9.4	5.6
4) Y.S.L.	R. J. REYNOLDS	---	---	0.2	0.9	0.9	0.5
5) VIRGINIA SLIMS	PHILIP MORRIS	---	---	---	0.5	0.6	0.9
6) MARLBORO	PHILIP MORRIS	---	---	0.3	0.4	0.6	1.0
7) KENT	BRITISH AMERICA TOBACCO	---	---	0.5	0.7	0.4	0.4
8) OTHERS		36.8	34.0	10.1	17.0	15.1	15.1
MARKET SEGMENTATION%							
FILTER (NON-MENTHOL)		97.8	97.7	99.2	99.3	99.2	99.0
FILTER MENTHOL		1.4	1.8	0.8	0.7	0.8	1.0
PRICE SEGMENTATION %							
PREMIUM (W1,000 AND ABOVE)		---	0.1	0.3	2.7	2.8	2.5
HIGH (W800-W900)		---	---	1.2	1.7	1.7	2.6
MEDIUM (W700)		---	---	---	7.2	23.2	32.5
REGULAR (W600)		---	37.3	62.8	70.1	61.6	50.5
LOW (BELOW W600)		---	62.6	35.7	18.3	10.7	11.9
TAR & NICOTINE SEGMENTATION%							
ULTRA LOW (BELOW 6MG)		---	---	---	7.1	11.5	15.7
LOW ((6-10 MG)		7.0	10.0	70.6	62.7	70.0	72.9
MEDIUM (11-15MG)		69.0	69.0	23.2	29.4	17.7	10.5
HIGH/FULL FLAVOR (16+ MG)		24.0	21.0	6.2	0.8	0.8	0.9
TOBACCO TYPE SEGMENTATION %							
BLOND: PSUEDO AMERICAN		100.0	100.0	99.7	99.7	99.8	99.9

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(KOREA)	1986	1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
85 MM	---	---	99.2	89.4	75.3	61.1
100 MM	---	---	0.8	10.6	24.7	38.9
PACK COUNT SEGMENTATION %						
11 TO 15 CIGTS/PACK	0.01	---	---	---	---	---
20 CIGTS/PACK	99.99	100	100	100	100	100
PACK TYPE SEGMENTATION						
SOFT PACK	98.2	97.9	99.7	97.4	95.6	94.6
FLIP TOP BOX	1.8	2.1	0.3	2.6	4.4	5.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	--	--	--	--	(2)	2
B) RADIO	--	--	--	--	(2)	2
C) NEWSPAPERS	--	--	--	--	(2)	*3
D) MAGAZINES	--	--	--	--	(3)	3
E) COUPONS	--	--	--	--	(3)	*2
F) POINT OF SALE	--	--	--	--	(1)	*1
G) BILLBOARDS	--	--	--	--	(2)	*2
H) CINEMA	--	--	--	--	(2)	*2
I) SAMPLING	--	--	--	--	(3)	*3

*Event sponsorship only advertisements allowed.
*120 Magazine insertions per brand family per year.
*At point of purchase only.

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(KOREA)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGAR(MILLIONS)	0.8	0.4	N/A	N/A	N/A	N/A

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: MALAYSIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	17.23	16.63	17.48	17.81	18.54	17.78
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	100%	100%
IMPORTED:	---	---	---	---	---	---
POPULATION TOTAL (MILLIONS)	16.1	16.5	16.9	17.4	17.9	18.2
PER CAPITA CONSUMPTION	1070.2	1007.9	1034.3	1023.6	1035.7	976.9
SMOKER INCIDENCE						
% OF TOTAL POPULATION	14.2	15.7	14.2	14.2	15.8	N/A
% OF FEMALE POPULATION	2.5	1.0	1.8	0.7	0.6	N/A
% OF MALE POPULATION	26.0	27.4	27.8	27.8	31.5	N/A
COMPANY SHARES						
1)ROTHMANS	36.4	42.3	45.2	49.4	52.7	54.7
2)MALAYSIAN TOBACCO COMPANY (MTC)	48.3	43.7	33.8	30.2	28.1	26.7
3)R.J. REYNOLDS	9.2	9.6	17.1	16.9	15.7	15.4
4)PHILIP MORRIS	5.6	4.0	3.4	3.4	3.5	3.2
5)OTHERS	0.5	0.4	0.5	0.1	---	---

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(MALAYSIA)			1986	1987	1988	1989	1990	1991
BRAND SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)DUNHILL K.S.	ROTHMANS	RPM	19.7	23.9	22.0	25.2	29.4	32.9
2)BENSON & HEDGES	B.A.T.	MTC	24.4	22.4	14.8	12.9	12.2	11.4
3)SALEM	RJR	RJR	3.7	4.2	4.6	5.4	7.3	8.2
4)P. STUYVESANT	ROTHMANS	RPM	3.7	3.3	3.2	4.0	4.6	5.1
5)VIRGINIA GOLD	ROTHMANS	RPM	3.6	5.9	6.0	4.3	4.3	3.8
6)MARLBORO	P. MORRIS	PM	5.6	4.0	3.4	3.4	3.5	3.2
7)LUCKY STRIKE	B.A.T.	MTC	2.7	2.1	1.8	3.4	3.5	3.2
8)GOLD FLAKE	B.A.T.	MTC	8.6	4.0	5.6	4.0	3.5	2.8
9)KENT	B.A.T.	MTC	3.1	2.3	2.7	2.2	2.3	2.6
10)STATE EXPRESS 555	B.A.T.	MTC	1.6	1.7	1.1	1.2	1.4	1.8
11)WHITE HORSE(YELLOW)	ROTHMANS	RPM	5.2	5.6	4.4	3.3	2.3	1.5
12)PLAYERS GOLD LEAF	B.A.T.	MTC	0.9	6.9	3.8	2.1	1.7	1.4
13)ROTHMANS INT. 100	ROTHMANS	RPM	2.5	1.7	1.1	0.9	0.8	0.8
14)WINSTON	RJR	RJR	2.0	1.3	0.9	0.6	0.5	0.5
15)DORAL	RJR	RJR	1.6	1.6	1.5	0.4	0.2	0.1
16)EMBASSY 88	B.A.T.	MTC	2.6	1.7	0.4	---	---	---
OTHERS			8.5	7.4	22.7	26.7	22.5	20.7
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			90.3	89.8	87.0	85.6	84.7	84.5
FILTER MENTHOL			6.3	7.3	10.5	11.9	12.8	13.0
NON-FILTER			3.4	2.9	2.5	2.5	2.5	2.5
PRICE SEGMENTATION								
PREMIUM (M$2.50 & ABOVE)			20.0	15.2	14.5	14.5	16.7	17.0
HIGH (M$2.30-M$2.40)			50.2	52.1	41.7	43.4	46.1	50.0
MEDIUM (M$1.60-M$2.20)			4.4	4.0	1.2	3.1	3.5	3.7
LOW (UNDER M$1.50)			25.4	28.7	42.6	39.0	32.7	30.0
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			19.1	16.4	23.3	25.6	35.7	40.0
VIRGINIA			80.9	83.6	76.7	74.4	64.3	60.0

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(MALAYSIA)	1986	1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
66 MM TO 72 MM	2.9	2.5	2.2	2.2	2.2	2.1
74 MM TO 80 MM	---	---	---	---	---	---
82 MM to 88 MM	90.1	91.7	88.1	85.4	86.8	88.5
90 MM AND OVER	7.0	5.8	9.7	12.4	11.0	9.4
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	5.4	6.2	5.1	5.1	4.5	2.6
11 TO 15 CIGTS/PACK	14.9	11.6	8.5	8.2	8.9	9.0
20 CIGTS/PACK	79.7	82.2	86.4	86.1	86.0	86.4
50 CIGTS/PACK	---	---	---	0.6	0.6	2.0
PACK TYPE SEGMENTATION %						
SOFT PACK	25.5	21.6	28.3	29.4	28.6	29.2
FLIP TOP BOX	74.2	78.2	71.6	70.5	71.4	70.8
SLIDE AND SHELL	0.3	0.2	0.1	0.1	---	---
OTHER (TIN)	---	---	---	---	---	---
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	-	-	-	-	-	-
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	1	1	1

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(MALAYSIA)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: PAKISTAN

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	37986	37061	33606	31503	31794	30246
OF WHICH LOCAL MANUFACTURE: 100%						
POPULATION TOTAL (MILLIONS)	99.16	102.24	105.3	108.56	111.81	115.16
PER CAPITA CONSUMPTION	383	362	319	291	284	263
COMPANY SHARES						
1) PAKISTAN TOBACCO CO. (B.A.T.)	45.5	48.5	53.5	56.3	56.2	57.3
2) LAKSON TOBACCO CO.(ROTHMANS)	23.3	23.1	25.5	25.0	24.3	22.0
3) PREMIER TOBACCO INDUSTRIES,LTD.(P.M.I)	17.9	16.2	13.3	13.7	13.6	13.2
4) SOUVENIR TOBACCO CO.	7.1	5.7	2.2	2.6	2.6	2.3
5) KHYBER TOBACCO CO.	3.1	3.3	3.9	0.2	0.1	0.2
6) MOGUL TOBACCO CO.*	2.5	2.0	Add w/LTC	---	---	---
OTHERS	0.6	1.2	1.6	2.2	3.2	4.8

BASIS: INDUSTRY CLEARANCES

* MOGUL FRANCHISE IS NOW OWNED BY LAKSON TOBAC

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(PAKISTAN)			1986	1987	1988	1989	1990	1991
BRAND SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) EMBASSY FT.	BAT	PTC	15.9	23.6	28.9	29.4	26.5	24.7
2) GOLD FLAKE	BAT	PTC	5.1	5.3	7.0	9.1	10.6	13.2
3) GOLD LEAF HL	BAT	PTC	5.1	5.4	6.2	7.2	6.7	7.1
4) MORVEN GOLD	LTC	LTC	4.6	4.6	4.4	5.5	6.5	6.8
5) ROYALS FILTER	LTC	LTC	3.1	7.0	7.9	5.4	6.6	6.0
6) R&W KSF HL	GPI	PTI	2.1	2.5	2.6	3.4	4.1	5.9
7) WILLS KINGS	BAT	PTC	1.7	2.2	2.3	2.7	3.3	4.3
8) MARK - 7 FT	LTC	LTC	-	1.4	4.7	5.2	4.1	3.3
9) WILLS FT SS20s	BAT	PTC	4.4	3.9	3.1	2.9	2.8	2.6
10) CAPSTAN NC	BAT	PTC	3.5	2.9	2.6	2.7	2.6	2.4
11) K-2 KSF	PTI	PTI	3.6	2.9	2.0	2.0	2.1	1.9
12) LORD	LTC	LTC	0.5	0.7	0.8	1.5	1.8	1.8
13) WINNER FT	PTI	PTI	---	---	0.6	1.8	1.7	1.7
14) R&W CANDY	GPI	PTI	---	---	---	1.7	1.7	1.5
15) PRINCETON SC	LTC	LTC	2.1	2.2	1.8	1.8	1.6	1.5
16) PLAYERS NO.6	BAT	PTC	1.4	1.3	1.2	1.3	1.3	1.4
17) MELBURN	STC	STC	2.2	1.8	1.7	1.5	1.4	1.2
18) K-2 PLAIN	PTI	PTI	4.0	3.6	3.2	2.7	2.2	0.9
19) ROYALS PLAIN	LTC	LTC	2.9	2.8	2.2	1.3	0.9	0.6
20) K-2 SPECIAL	PTI	PTI	4.7	2.7	1.9	1.2	0.9	0.5
OTHERS			33.1	23.2	14.9	9.7	10.5	10.7
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			79.6	83.8	88.9	83.0	94.8	97.1
NON-FILTER			20.4	16.2	11.1	7.0	5.2	2.9
TOBACCO TYPE SEGMENTATION %								
BLEND: VIRGINIA			100	100	100	100	100	100

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(PAKISTAN)	1986	1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
KING SIZE PLUS (83 MM AND MORE)	29.4	30.5	30.2	35.5	37.2	44.9
LONG SIZE (78 - 80 MM)	21.5	21.9	24.5	25.1	25.3	23.2
REGULAR SIZE (68 - 72 MM)	49.1	47.6	45.3	39.4	37.5	31.9
PACK COUNT SEGMENTATION %						
10 CIGTS/PACK	44.2	43.6	43.8	59.3	40.0	32.1
20 CIGTS/PACK	55.8	56.4	56.2	40.7	60.0	67.9
PACK TYPE SEGMENTATION %						
SOFT PACK	30.0	26.3	26.0	26.0	29.3	29.0
FLIP TOP BOX	25.7	30.1	30.2	33.3	33.4	37.5
SLIDE AND SHELL	44.2	43.6	43.8	40.7	37.3	33.5
PRINCESS PACK	*	*	*	*	*	*
(*LESS THAN 0.1%)						
PRICE SEGMENTATION %						
CAT A (PREMIUM)	5.1	5.5	6.3	7.3	6.8	7.1
CAT B (HIGHT)	3.6	3.0	2.7	3.0	3.0	2.8
CAT C (MEDIUM HIGH)	17.2	17.0	18.6	28.0	32.2	37.1
CAT D (MEDIUM)	14.1	12.8	9.3	6.1	6.1	5.4
CAT E (LOW)	43.3	43.9	47.5	43.5	40.0	35.5
CAT F (ECONOMY)	16.7	17.8	15.6	12.1	11.8	12.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(PAKISTAN)		1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO							
WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: PHILIPPINES

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	65,397	62,317	66,096	67647	67,991	65,669
POPULATION TOTAL (MILLIONS)	56.0	57.4	58.7	60.1	61.5	62.9
PER CAPITA CONSUMPTION	1,168	1,086	1,126	1,126	1,106	1,044
SMOKER INCIDENCE						
% OF TOTAL POPULATION	13.8	13.8	15.2	15.2	16.3	16.7
% OF FEMALE POPULATION	4.1	3.7	4.0	4.7	5.1	5.0
% OF MALE POPULATION	23.8	24.0	26.3	28.0	28.1	28.6
COMPANY SHARES						
1) FORTUNE TOBACCO	60.6	59.2	60.6	62.7	65.8	65.2
2) LA SUERTE/PMI	23.9	22.4	22.7	21.3	18.3	17.4
3) STERLING	2.3	3.2	2.7	2.9	2.9	5.5
4) OTHERS	13.2	15.2	14.0	13.1	13.0	12.0

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) HOPE	LOCAL	FORTUNE	16.1	12.1	13.1	14.8	17.8	20.2
2) CHAMPION	LOCAL	FORTUNE	14.4	16.9	19.4	21.8	19.0	16.6
3) MARLBORO	PMI	LA SUERTE	12.4	12.2	13.0	12.0	9.9	9.8
4) WINSTON	RJR	FORTUNE	3.6	3.6	3.6	4.6	7.1	8.6
5) PM	PMI	LA SUERTE	11.6	10.2	9.7	9.3	8.4	7.5
6) MORE	LOCAL	FORTUNE	4.9	3.2	2.7	3.5	4.2	4.3
7) STORK	LOCAL	STERLING	NIL	0.1	0.5	1.0	1.1	3.4
8) EVERGREEN	LOCAL	FORTUNE	6.1	10.7	7.7	5.0	4.8	2.9
9) LIBERTY	LOCAL	STERLING	NIL	NIL	0.4	1.1	1.9	2.6
10) MARK	LOCAL	FORTUNE	4.8	2.1	2.2	2.4	1.9	2.5

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(PHILIPPINES)	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	22.4	20.8	20.8	21.6	23.8	26.0
FILTER MENTHOL	65.6	66.4	68.0	68.5	67.2	66.6
NON-FILTER	0.1	0.1	0.1	---	---	---
NATIVE	11.9	12.7	11.1	9.9	9.0	7.4
PRICE SEGMENTATION						
PREMIUM	11.4	10.1	9.6	9.2	8.4	7.6
HIGH	27.9	25.6	27.5	29.4	33.0	35.9
MEDIUM	25.6	13.3	12.3	13.4	12.8	14.6
LOW	34.1	51.0	50.5	48.0	45.8	41.9
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR	99.1	99.1	99.3	99.3	99.3	99.3
LOW TAR 14 mg LIGHTS	0.9	0.9	0.7	0.7	0.7	0.7
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	88.1	87.3	88.9	90.1	91.0	92.6
OTHER	11.9	12.7	11.1	9.9	9.0	7.4
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.6	0.4	0.2	0.2	0.1	NIL
80 MM TO 85 MM	35.0	35.8	38.6	41.7	41.2	42.9
100MM TO 120MM	52.5	51.1	50.1	48.2	49.7	49.7
NATIVE	11.9	12.7	11.1	9.9	9.0	7.4
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	88.1	87.3	88.9	90.1	91.0	92.6
NATIVE 10/20/30's SPLIT N/A	11.9	12.7	11.1	9.9	9.0	7.4

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(PHILIPPINES)	1986	1987	1988	1989	1990	1991
PACK TYPE SEGMENTATION %						
SOFT PACK	99.5	99.7	99.8	99.8	99.9	99.9
FLIP TOP BOX	0.5	0.3	0.2	0.2	0.1	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	YES	YES	YES	YES	YES	YES
B) RADIO	YES	YES	YES	YES	YES	YES
C) NEWSPAPERS	YES	YES	YES	YES	YES	YES
D) MAGAZINES	YES	YES	YES	YES	YES	YES
E) COUPONS	YES	YES	YES	YES	YES	YES
F) POINT OF SALE	YES	YES	YES	YES	YES	YES
G) BILLBOARDS	YES	YES	YES	YES	YES	YES
H) CINEMA	YES	YES	YES	YES	YES	YES
I) SAMPLING	YES	YES	YES	YES	YES	YES
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
PIPE TOBACCO (THOUSAND KILOS) PLUS ROLL YOUR OWN (THOUSAND KILOS) PLUS CHEWING TOBACCO (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: SINGAPORE

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	3.8	3.7	3.7	3.5	3.5	3.6
PER CAPITA CONSUMPTION	1,468	1,407	1,407	1,313	1,311	1,335
FILTER SHARE	91.0%	92.1*	92.9	93.7	94.3	95.1
COMPANY SHARES						
1) ROTHMANS OF PALL MALL	38.2	32.1	29.4	28.1	27.8	26.3
2) PHILIP MORRIS	16.8	23.2	23.5	23.0	24.0	25.3
3) THONG HUAT (RJR)	21.9	23.0	23.3	24.2	24.7	24.8
4) SINGAPORE TOBACCO CO. (B.A.T.)	22.4	20.9	23.1	24.1	23.0	23.1
OTHERS	0.7	0.8	0.7	0.6	0.6	0.6

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1)MARLBORO	PMI	P. MORRIS	15.8	21.4	20.9	20.7	21.6	22.9
2)SALEM	RJR	RJR	14.0	14.7	15.7	16.4	16.4	16.9
3)DUNHILL	ROTH	ROTH	22.5	19.3	17.7	16.7	16.6	15.5
4)LUCKY STRIKE	BAT	STC	4.0	5.2	8.1	9.5	9.4	10.1
5)CONSULATE	ROTH	ROTH	7.1	6.4	6.0	6.2	6.3	6.1
6)CAMEL	RJR	RJR	6.7	6.0	5.0	4.4	4.3	4.0
7)P. STUYVESANT	ROTH	ROTH	4.7	4.1	3.7	3.6	3.7	3.6
8)KENT	BAT	STC	3.3	2.7	3.0	3.3	3.4	3.5
9)STATE EXPRESS 555	BAT	STC	4.4	3.7	3.4	3.0	2.8	2.7
10)BENSON & HEDGES	BAT	STC	3.8	3.2	2.9	2.8	2.6	2.5
11)ROTHMANS	ROTH	ROTH	2.7	2.1	1.8	1.4	1.2	1.1
OTHERS			11.0	11.2	11.8	12.0	11.8	11.1

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(SINGAPORE)		1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)		65.6	66.7	66.1	65.9	66.3	66.5
FILTER MENTHOL		25.4	25.4	26.8	27.8	28.0	28.4
NON-FILTER		9.0	7.9	7.1	6.3	5.7	5.1
PRICE SEGMENTATION %							
PREMIUM		44.0	28.7	26.1	22.9	22.3	22.2
HIGH		27.9	23.5	40.6	46.0	46.7	46.8
MEDIUM		10.4	28.5	12.2	7.9	8.7	8.1
LOW		17.7	19.4	21.1	23.2	22.4	22.9
	Prem (Sing.$)	2.50+	same	2.8+	3.10+	3.50+	3.90+
	High	2.49-230	same	2.79-2.60	2.90-3.09	3.30-3.49	3.70-3.89
	Med	2.29-2.10	same	2.59-2.40	2.70-2.89	3.10-3.29	3.50-3.69
	Low	below 2.10	same	below 2.40	2.69-below	3.09-below	3.49-below
TOBACCO TYPE SEGMENTATION%							
BLEND: AMERICAN		47.7	50.4	57.2	63.4	64.5	66.8
VIRGINIA		52.3	49.6	42.8	36.6	35.5	33.2
LENGTH SEGMENTATION %							
REGULAR		8.7	8.7	7.8	6.1	5.7	5.1
LONG SIZE		15.1	14.8	18.4	26.7	27.2	28.4
KING SIZE		72.7	73.5	70.4	63.2	63.1	62.5
100MM+		3.4	3.0	3.1	3.7	3.9	3.9
95's		-	-	0.3	0.3	0.2	0.1
PACK COUNT SEGMENTATION %							
7's		3.3	3.2	4.1	3.7	3.8	0.6
10's		12.9	13.5	14.4	18.3	18.7	19.8
12's		9.6	8.4	7.2	4.6	3.8	4.5
14's		14.2	14.5	10.9	10.1	10.5	9.3
20's		59.9	60.0	61.5	61.5	62.3	63.2
OTHERS		0.1	0.4	1.9	1.8	1.0	2.6

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(SINGAPORE)	1986	1987	1988	1989	1990	1991
PACK TYPE SEGMENTATION %						
SOFT PACK	43.8	46.0	44.3	44.4	44.4	44.3
FLIP TOP BOX	52.3	50.2	52.2	52.5	52.6	52.9
SLIDE AND SHELL	3.8	3.6	3.3	3.0	2.8	2.6
PRINCESS PACK	0.1	0.1	0.1	0.1	0.1	0.1
OTHER (TIN)	---	0.1	0.1	---	---	---
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2	2
D) MAGAZINES	2	2	2	2	2	2
E) POINT OF SALE	3	3	3	3	2	2
F) BILLBOARDS	2	2	2	2	2	2
G) CINEMA	2	2	2	2	2	2
H) SAMPLING	2	2	2	2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2057907876

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: TAIWAN

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	32.10	33.20	34.3	35.2	34.9	36.1
OF WHICH LOCAL MANUFACTURE:	31.54	26.60	28.8	30.1	30.0	31.0
IMPORTED FROM US/UK	0.56	6.60	5.5	5.1	4.9	5.1
POPULATION TOTAL (MILLIONS)	19.30	19.59	19.45	20.00	20.2	20.5
PER CAPITA CONSUMPTION (STICKS)	1663	1695	1763	1760	17.2	1760
SMOKER INCIDENCE						
% OF TOTAL POPULATION	27.5	27.5	29.5	29.3	31.8	31.7
% OF FEMALE POPULATION	N/A	N/A	2.6	3.9	4.7	4.8
% OF MALE POPULATION	N/A	N/A	47.3	47.4	54.4	54.4
COMPANY SHARES %						
1) TAIWAN TOBACCO & WINE MONOPOLY	98.2	83.5	83.9	85.6	86.0	85.9
2) ALL IMPORTED CIGARETTES COMPANIES	1.8	16.5	16.1	14.4	14.0	14.1
COMPANY SHARES OF IMPORTED SEGMENT %						
1) PHILIP MORRIS	12.2	49.8	59.3	59.9	60.2	45.0
2) B & W/BAT	39.3	22.9	23.2	25.1	22.8	30.0
3) RJR	7.6	7.7	8.3	6.4	5.9	11.1
4) TEI	14.4	4.7	4.7	4.8	9.4	6.1
5) JTS	13.0	---	---	---	---	---
OTHERS	13.5	14.9	4.5	3.8	1.7	2.7

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(TAIWAN)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES OF IMPORTED SEGMENT %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) STATE EXPRESS	BAT	BAT	23.7	9.9	15.4	21.1	19.4	26.5
2) PARLIAMENT	PMI	PMI	----	14.3	27.2	30.7	22.7	18.9
3) MARLBORO	PMI	PMI	6.0	33.9	31.0	26.6	15.6	15.8
4) L&M	PMI	PMI	---	---	---	0.6	20.5	8.4
5) YSL	RJR	RJR	---	2.6	3.6	3.9	4.5	8.1
6) KENT	B&W	B&W	15.6	11.1	7.1	3.9	3.1	3.4
7) CRAVEN "A"	TEI	TEI	---	---	0.5	0.8	6.2	2.0
8) CARTIER	TEI	TEI	1.7	1.1	1.5	2.0	1.4	2.0
9) DUNHILL	TEI	TEI	9.4	1.1	0.9	1.1	1.1	1.6
10) VIRGINIA SLIMS	PMI	PMI	---	---	---	0.2	1.1	1.6
11) OTHERS			43.6	26.0	12.8	9.1	4.4	11.7
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			99.4	96.1	99.0	99.4	99.5	99.3
FILTER MENTHOL			0.1	0.5	0.6	0.6	0.5	0.7
NON-FILTER			0.5	0.4	0.4	0.0	0.0	0.0
PRICE SEGMENTATION %								
PREMIUM			1.7	16.5	16.1	14.4	10.1	14.1
LOW			98.3	83.5	93.9	85.6	89.9	85.9
TAR & NICOTINE SEGMENTATION %								
HIGH/FULL FLAVOR			99.8%	94.5	92.6	80.0	73.1	71.7
LOW FLAVOR			0.2%	5.5	7.4	20.0	26.9	28.3

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(TAIWAN)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
VIRGINIA	99.0	85.1	86.4	89.4	89.2	89.7
BLENDED	1.0	14.9	13.6	10.6	10.8	10.3
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.7	---	---	---	---	---
71 MM TO 79 MM	-	2.0	4.9	2.8	2.1	2.0
80 MM TO 85 MM	98.7	93.6	89.0	91.1	92.4	92.6
100 MM	0.6	4.4	6.1	6.1	5.5	5.4
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	---	---	---	---	---	---
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	97.0	80.4	76.6	70.4	66.2	58.3
FLIP TOP BOX	3.0	19.6	23.4	29.6	33.8	41.7
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2	2
D) MAGAZINES	2	3	3	3	3	3
E) COUPONS	2	1	2	2	2	2
F) POINT OF SALE	2	1	1	1	1	1
G) BILLBOARDS	2	3	3	3	3	3
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	3	3	3	3	3	3

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(TAIWAN)		1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS							
ANSWER EITHER: YES OR NO							
		(Health Warning Only)					
WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	YES	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	YES*	YES*	YES*	YES*	YES*
SPECIFIC T&N NUMBERS ON:		(Magazine only)					
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO

*Magazine only.

2057907880

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: THAILAND

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	29.248	30.927	33.203	36.900	39.000	39.200
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	100%	99.2%
IMPORTED:	NIL	NIL	NIL	NIL	NIL	0.8%
POPULATION TOTAL (MILLIONS)	52.7	53.6	54.6	55.7	57.7	57.8
PER CAPITA CONSUMPTION	554	564	603	609	676	678
COMPANY SHARES						
1) THAILAND TOBACCO MONOPOLY	100%	100%	100%	100%	100%	99.2%
2) PHILIP MORRIS	----	----	----	----	----	0.3%
3) R.J. REYNOLDS	----	----	----	----	----	0.2%
4) OTHERS	----	----	----	----	----	0.3%

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP MANUFACTURER					
1)KHRONG THIP	THAILAND TOBACCO MONOPOLY	45.6	50.7	54.1	56.7	60.0	67.2
2)FALLING RAIN	THAILAND TOBACCO MONOPOLY	3.3	4.5	6.0	7.0	8.0	8.7
3)GOLD CITY 85	THAILAND TOBACCO MONOPOLY	15.0	14.1	12.8	11.7	10.0	8.5
4)SAMIT 14	THAILAND TOBACCO MONOPOLY	15.0	9.6	7.4	6.0	5.1	4.0
5)RUANG THIP	THAILAND TOBACCO MONOPOLY	4.9	8.1	7.7	7.1	4.9	2.5
6)KLEDTHONG 27	THAILAND TOBACCO MONOPOLY	0.5	0.6	0.6	0.5	2.3	2.0
7)ROYAL STD III	THAILAND TOBACCO MONOPOLY	4.0	2.9	2.5	2.2	2.1	1.6
8)KRONGTHIP DELUXE	THAILAND TOBACCO MONOPOLY	---	---	---	0.8	1.0	0.9
9)FALLING RAIN DELUXE	THAILAND TOBACCO MONOPOLY	0.0	0.0	0.0	0.0	0.0	0.9
10)THE MOON	THAILAND TOBACCO MONOPOLY	2.5	2.1	1.9	1.7	1.6	0.8
11)ROYAL STD DELUXE	THAILAND TOBACCO MONOPOLY	0.6	0.8	0.1	0.9	0.9	0.7
12)KRUNGTHONG	THAILAND TOBACCO MONOPOLY	1.9	1.4	1.1	1.0	0.9	0.6
13)SAMIT	THAILAND TOBACCO MONOPOLY	2.0	1.6	1.2	0.9	0.8	0.4
14)KLED THONG	THAILAND TOBACCO MONOPOLY	3.8	3.3	2.9	2.5	0.7	0.3
15)MARLBORO K.S.	PHILIP MORRIS	0.0	0.0	0.0	0.0	0.0	0.3
16)KWAETHONG	THAILAND TOBACCO MONOPOLY	0.9	0.5	1.1	1.0	0.7	0.2
17)WINSTON	R.J.REYNOLDS	0.0	0.0	0.0	0.0	0.0	0.1

*NOTE: IMPORT CIGARETTES COMMENCED AUGUST 1991

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(THAILAND)	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	80.7	81.6	78.1	78.8	80.9	94.2
PLAIN	16.0	15.0	15.9	14.2	11.2	5.8
PRICE SEGMENTATION*						
PREMIUM (16 & ABOVE)	0.0	0.0	0.0	1.0	2.0	3.3
HIGH (13)	0.0	77.9	83.6	81.0	86.0	90.9
LOW/MEDIUM (4-9)	100	22.1	16.4	18.0	12.0	5.8
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR >16	100%	100%	100%	100%	100%	99.2%
MEDIUM FLAVOR 16+BELOW	0.0	0.0	0.0	0.0	0.0	0.8%
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	65.8	67.0	74.0	76.5	80.8	84.4
VIRGINIA	30.8	29.7	17.2	14.7	13.6	9.8
THAI BLENDED	3.4	3.3	8.7	8.8	5.6	5.8
LENGTH SEGMENTATION %						
80 MM to 85 MM	100%	100%	100%	100%	100%	100%
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100%	100%	100%	100%	100%	100%
PACK TYPE SEGMENTATION %						
SOFT PACK	99.4%	99.4%	99.4%	99.4%	98.2%	96.7%
HARD PACK	0.6%	0.6%	0.6%	0.6%	1.8%	3.3%

2057907882

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(THAILAND)	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	2	2	2
D) MAGAZINES	3	3	3	2	2	2
E) COUPONS	3	3	3	3	3	3
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	2	2	2
H) CINEMA	3	3	2	2	2	2
I) SAMPLING	2	2	3	3	3	3
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
PIPE TOBACCO (THOUSAND KILOS)	NA	NA	NA	NA	NA	NA

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

LATIN AMERICA

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

V. LATIN AMERICA

ARGENTINA

BOLIVIA

BRAZIL

CHILE

COLOMBIA

COSTA RICA

DOMINICAN REPUBLIC

ECUADOR

EL SALVADOR

GUATEMALA

MEXICO

PANAMA

PUERTO RICO

URUGUAY

VENEZUELA

2057907885

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: ARGENTINA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)						
OF WHICH LOCAL MANUFACTURE:	40.4	38.1	34.3	33.9	33.5	34.9
POPULATION TOTAL (MILLIONS)	30.3	30.7	31.1	31.5	32.0	32.4
PER CAPITA CONSUMPTION	1,334	1,241	1,102	1,075	1,048	1,077
SMOKER INCIDENCE						
% OF TOTAL POPULATION	35	N/A	32	N/A	30	N/A
% OF FEMALE POPULATION	29	N/A	25	N/A	24	N/A
% OF MALE POPULATION	43	N/A	38	N/A	35	N/A
COMPANY SHARES %						
1) NOBLEZA-PICCARDO (BAT)	54.8	54.5	57.2	57.3	55.9	52.5
2) MASSALIN PARTICULARES (PM/REEMTSMA)	45.2	45.5	42.8	42.7	44.1	47.5

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(ARGENTINA)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) DERBY	BAT	NOB-PIC	--	--	12.1	27.0	26.3	24.3
2) MARLBORO	PMI	MASS-PART	9.6	10.7	8.9	10.2	12.1	17.8
3) JOCKEY CLUB	BAT	NOB-PIC	28.9	30.4	25.8	17.6	16.9	15.9
4) LE MANS	PMI	MASS-PART	5.0	5.9	9.0	11.9	11.6	10.3
5) 43/70	BAT	NOB-PIC	11.2	10.3	8.5	6.5	6.6	6.1
6) L & M	PMI	MASS-PART	5.9	5.5	4.0	3.4	3.0	3.3
7) PHILIP MORRIS	PMI	MASS-PART	0.6	1.7	2.4	2.1	3.6	3.2
8) CHESTERFIELD	PMI	MASS-PART	9.0	7.9	5.8	3.9	3.3	3.0
9) PARISIENNES	BAT	NOB-PIC	2.9	2.7	2.5	2.6	2.6	2.7
10) PARLIAMENT	PMI	MASS-PART	2.9	3.0	2.0	1.9	1.7	2.3
11) IMPARCIALES	PMI	MASS-PART	3.4	3.2	2.8	2.5	2.4	2.3
12) PARTICULARES	PMI	MASS-PART	2.8	2.6	2.3	2.1	2.0	1.8
13) CONWAY	BAT	NOB-PIC	3.6	3.4	3.4	1.3	1.6	1.3
14) COLORADO	PMI	MASS-PART	3.7	3.3	2.7	1.6	1.4	1.2
15) CAMEL	RJR	NOB-PIC	1.3	1.1	0.8	0.7	0.6	0.7
16) PALL MALL	BAT	NOB-PIC	1.1	0.9	0.7	0.6	0.5	0.5
17) COLT	BAT	NOB-NIC	3.3	3.5	2.1	0.5	0.4	0.3
OTHERS			4.8	3.9	4.5	3.6	3.4	3.0
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			100.0	100.0	100.0	100.0	100.0	100.0
FILTER MENTHOL			--	--	--	--	--	--
NON-FILTER			--	--	--	--	--	--
PRICE SEGMENTATION %								
PREMIUM	US$ 1.50 plus		10.0	9.3	6.2	6.5	6.0	7.1
HIGH	US$ 1.35 to 1.40		22.3	21.6	16.9	14.8	15.6	21.8
MEDIUM HIGH	US$ 1.30		8.9	7.8	7.2	6.1	5.6	5.5
MEDIUM LOW	US$ 1.25		34.9	38.0	35.5	28.2	29.1	26.6
LOW	US$ 1.17		23.9	23.3	34.2	44.4	43.7	39.0
TAR & NICOTINE SEGMENTATION %								
LOW TAR & LIGHTS			16.6	20.0	22.8	28.0	27.7	26.2
HIGH/FULL FLAVOR			83.4	80.0	77.2	72.0	72.3	73.8

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(ARGENTINA)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
BLOND:	78.9	80.5	83.5	86.0	86.1	87.1
MIXED	18.1	16.8	14.1	11.8	11.9	11.1
BLACK	3.0	2.7	2.4	2.2	2.0	1.8
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.3	0.2	0.1	---	--	--
80 MM TO 85 MM	80.0	81.5	84.0	85.2	85.8	86.4
100 MM	19.3	18.0	15.7	14.6	14.0	13.4
OVER 100 MM	0.4	0.3	0.2	0.2	0.2	0.2
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	5.6	6.7	11.9	12.2	10.3	9.1
20 CIGTS/PACK	94.4	93.3	88.1	87.8	89.7	90.9
PACK TYPE SEGMENTATION %						
SOFT PACK	95.6	95.6	97.1	96.3	96.5	93.4
FLIP TOP BOX	4.4	4.4	2.9	3.7	3.5	6.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	3	3	3	3	3
B) RADIO	1	3	3	3	3	3
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	3	3	3	3	3
I) SAMPLING	1	1	1	1	1	1

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(ARGENTINA)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
ROLL YOUR OWN (THOUSAND KILOS)	2,079	2,287	3,245	3,024	N/A	N/A

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: BOLIVIA

			1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)			0.842	0.881	0.936	1.00	0.97	1.02
POPULATION TOTAL (MILLIONS)			6.5	6.7	6.7	7.1	7.1	N/A
PER CAPITA CONSUMPTION			129	131	134	142	136.0	N/A
COMPANY SHARES								
1) COMPANIA INDUSTRIAL DE TABACOS			100.0	100.0	100.0	100.0	100.0	100.0
2) BOLIVIA AMERICAN TOBACCO			--	--	--	--	--	--
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) L & M	PMI	CITSA	47.63	46.56	47.81	48.43	52.00	49.20
2) CASINO	CITSA	CITSA	19.30	19.93	18.80	17.87	17.67	22.10
3) ASTORIA	CITSA	CITSA	15.65	17.26	17.34	16.57	16.37	15.64
4) DERBY	CITSA	CITSA	3.90	2.97	2.47	2.06	3.19	4.29
5) BIG BEN	PMI	CITSA	5.61	5.26	4.10	3.43	3.30	3.56
6) COLORADO	PMI	CITSA	6.73	6.86	5.45	3.65	2.74	2.76
7) MARLBORO	PMI	CITSA	0.82	1.10	4.00	7.71	4.58	2.21
8) PACIFIC	CITSA	CITSA	0.09	--	--	--	--	--
9) DUCAL	CITSA	CITSA	0.09	0.06	--	--	--	--
10) CAMBA	CITSA	CITSA	0.17	--	--	0.24	0.15	0.2
11) OTHERS			--	--	--	0.04	0.00	--

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(BOLIVIA)	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	84.32	82.70	82.61	83.39	83.61	84.32
NON-FILTER	15.68	17.30	17.39	16.61	16.39	15.68
PRICE SEGMENTATION %						
PREMIUM	0.9	1.1	4.0	7.71	4.58	6.31
HIGH	47.6	46.5	47.8	55.51	58.04	51.42
MEDIUM	12.3	3.5	12.1	2.10	3.19	4.33
LOW	39.2	40.3	36.1	34.68	34.19	37.94
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR	100.0	100.0	100.0	100.0	100.0	100.0
TOBACCO TYPE SEGMENTATION %						
BLOND	64.79	62.75	63.84	65.32	65.80	62.06
BLACK	35.21	37.25	36.16	34.68	34.20	37.94
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	--	----	--	--	--	--
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	100.0	100.0	96.94	92.2	94.2	95.6
FLIP TOP BOX	--	--	3.06	7.8	5.8	4.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(BOLIVIA)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	YES	YES	YES	YES
C) ADVERTISING	NO	NO	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2057907892

Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

NAME OF MARKET: BRAZIL

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	168.8	161.2	157.5	162.2	163.6	155.7
POPULATION TOTAL (MILLIONS)	138.5	141.5	144.4	147.4	150.4	153.3
PER CAPITA CONSUMPTION	1,219	1,139	1,091	1,100	1,088	1,016
SMOKER INCIDENCE						
% OF TOTAL POPULATION	34.9	34.1	32.5	32.5	32.4	29.4
% OF FEMALE POPULATION	28.1	27.0	26.6	27.3	27.2	26.2
% OF MALE POPULATION	42.2	41.8	38.9	38.3	38.1	32.9
COMPANY SHARES						
1) BAT	83.0	81.4	79.7	80.0	82.1	84.1
2) PM	7.8	8.3	8.0	8.1	15.2	13.8
3) RJR	7.9	8.2	9.5	9.2	--	--
OTHERS	1.3	2.1	2.8	2.7	2.7	2.1

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000

(BRAZIL)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) HOLLYWOOD	C.C.S.C.	B.A.T.	30.7	25.9	20.5	18.8	16.9	17.9
2) BELMONT	C.C.S.C.	B.A.T.	17.1	18.3	19.8	19.7	18.9	16.2
3) PLAZA	C.C.S.C.	B.A.T.	10.7	12.3	14.0	13.4	15.3	15.5
4) FREE	C.C.S.C.	B.A.T.	3.5	5.3	6.4	7.3	9.2	11.7
5) CARLTON	B.A.T.	B.A.T	5.3	6.1	5.5	5.8	6.2	7.5
6) CONTINENTAL	C.C.S.C.	B.A.T.	4.2	3.9	3.2	2.5	2.4	2.8
7) MUSTANG	P.M.B.	P.M.B.	4.7	5.0	4.9	4.1	3.4	2.6
8) PALACE	P.M.B.	P.M.	--	--	0.2	1.4	1.7	2.3
9) MARLBORO	P.M.I.	P.M.	1.1	1.4	1.3	1.4	1.6	2.1
10) MINISTER	C.C.S.C.	B.A.T.	4.0	3.4	2.6	2.2	1.8	1.7
11) MISTURA FINA	P.M.I.	P.M.	2.0	2.4	2.3	1.8	1.5	1.3
12) GALAXY	P.M.I.	P.M.	1.7	1.6	1.2	1.0	0.9	1.0
13) ELMO	C.C.S.C.	B.A.T.	1.4	1.0	1.1	0.9	1.1	0.5
14) MONTREAL	C.C.S.C.	B.A.T.	1.3	1.4	1.7	1.5	1.3	0.4
15) MONTEREY	P.M.B.	P.M.	1.0	1.0	0.8	0.5	0.4	0.3
16) ARIZONA	C.C.S.C.	B.A.T	1.7	1.0	0.6	0.3	0.2	--
OTHERS			9.6	10.0	13.9	17.4	17.2	16.2
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			97.4	98.2	98.2	98.5	98.5	99.0
FILTER MENTHOL			0.2	0.2	0.1	0.1	0.1	0.1
NON-FILTER			2.4	1.6	1.7	1.4	1.4	0.9
PRICE SEGMENTATION %								
PREMIUM (VI)			1.5	1.4	1.2	1.2	1.1	1.3
HIGH (IV, V)			55.7	52.5	44.8	42.8	42.4	48.1
MEDIUM (III)			12.4	12.8	14.0	13.6	15.1	15.1
LOW (II, I)			30.4	33.3	40.0	42.4	41.4	35.5

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Source: https://www.industrydocuments.ucsf.edu/docs/npgl0000